

YOU'RE AMAZING

FOURTH
MONITORING
REPORT

June 1999

Fourth You're Amazing Monitoring Report
October 1, 1998 to March 31, 1999

June 1999

prepared by

Diane Dennis, Population Research Laboratory
with

Alberta Health and Wellness



PRL - Population Research Laboratory
University of Alberta
1-62 HM Tory Building
Edmonton, Alberta T6G 2H4

Telephone: (403) 492-4659 Fax: (403) 492-2589

You're Amazing Monitoring Report

October 1, 1998 to March 31, 1999

INTRODUCTION _____ **1**

PARTNERSHIPS _____ **2**

- | | |
|-------------------|---|
| 1. Committees | 2 |
| 2. Partner Update | 5 |

TARGET GROUP INITIATIVES: _____ **5**

- | | |
|----------------------------|----|
| 1. Family Kit | 5 |
| 2. 1999 Calendar | 8 |
| 3. Trayliners | 9 |
| 4. Remaining Materials | 9 |
| 5. Calls to Toll Free Line | 10 |

MEDIA COVERAGE _____ **12**

- | | |
|----------------------------------|----|
| 1. Regional Media Events | 12 |
| 2. Newsletters and Presentations | 12 |

CONCLUSION _____ **13**

- | | |
|--------------------------|----|
| Partnerships | 13 |
| Target Group Initiatives | 13 |
| Media Coverage | 13 |

ATTACHMENTS:

ADVISORY COMMITTEE MEMBERSHIP LIST

STEERING COMMITTEE MEMBERSHIP LIST

WORKING GROUP LIST

DISPLAY BOARD RELOCATION PLAN

"PARTNER UPDATE", January /99, March/99

MEDIA COVERAGE

**REPORT OF RESPONSES TO
AMAZING FAMILY KIT EVALUATION FORMS**

You're Amazing Monitoring Report

October 1, 1998 to March 31, 1999

INTRODUCTION

The purpose of this fourth and final monitoring report on the *You're Amazing* program is to review the success in implementing program initiatives and in reaching implementation goals of the *You're Amazing* provincial health promotion program.¹

Information for this report has been provided by the *You're Amazing* project team, including representatives of Alberta Health and the Population Research Laboratory, University of Alberta.

The *You're Amazing* components planned between October 1998 and March 1999 were as follows:

Partnerships

Steering Committee (RHA/PHA/Sponsors)

Advisory Committee

Partner Updates

Target Group Initiatives

Family Kit

- Kit Launch
- Kit Distribution
- Kit Evaluation
- *Amazing Workplaces* Kit

Calendar

- Calendar Launch
- Calendar Distribution

Trayliners

Remaining Materials Distribution

Media Coverage

Newsletters and Presentations

Regional Media Events

The focus of this report is on partnerships, target group initiatives and media coverage for the *You're Amazing* program. For each of the planned activities listed above, the measurable objectives established in the "Fourth Monitoring Plan" are provided along with a summary of the process and outcomes of each activity during the fourth monitoring period.

¹ The time period reported on here is from October 1, 1998 to March 31, 1999. The first monitoring report addressed *You're Amazing* activities between June 1997 - September 1997; the second monitoring report addressed activities between October 1, 1997 to March 31, 1998; and the third monitoring report addressed activities between April 1, 1998 and September 31, 1998.

PARTNERSHIPS

1. Committees (membership lists attached)

The formal partners of the *You're Amazing* program are members of the Advisory Committee, Steering Committee (RHA/Sponsors), and various Working Groups struck to address emergent issues.

Objectives: At least three Steering Committee meetings or conference calls will be held and two Advisory Committee meetings will be held during this reporting period (this includes one joint meeting of the Steering and Advisory Committees in March, 1999).

A participation rate of 75% of invitees will be encouraged for each meeting.

During this reporting period there were a number of changes for both the Advisory Committee and the Steering Committee. There were two additions to the Advisory Committee: the Provincial Be Fit For Life Network joined the Committee as a new member, and the Alberta Cancer Board moved from the Steering Committee to sit on the Advisory Committee. As well, four of the member organizations on the Advisory Committee changed representatives. There were five changes of representatives on the Steering Committee during this period as well. The contract with GPC Communications, the agency responsible for program implementation, ended during this reporting period ending their involvement on both the Steering and Advisory Committees.

a. Advisory Committee

One Advisory Committee meeting was held during this period: December 8, 1998. Half of the invitees (20 of 39) attended the meeting.

The Advisory Committee was presented with an overview of the Partner Evaluation process and participated in focus groups on the partnership experience. A review of the status of current target group initiatives (Kit, Calendar and milk carton ad) was also presented. There was discussion of the new "Amazing Workplaces" component. The concept and proposal were presented, and a working group was established to expand on the workplace piece for this new kit. Initial plans for distribution were discussed. The round-table discussion centred on the Family Kit, particularly on its value and relevance to both the target group and others and suggestions for distribution.

b. Steering Committee

The Steering Committee held one face to face meeting November 6, 1998 and one conference call on December 4, 1998. At the November 6, 1998 meeting, there were representatives from 7 RHAs, Pfizer Canada and Credit Union Central (CUC), as well as Alberta Health (60% attendance). For the December 4, 1998 conference call, representatives from 10 RHAs, Pfizer Canada, CUC, and Alberta Health participated (70% attendance). There were five RHAs that were not represented at either meeting.

At the November 6, 1998 meeting, an update on the *You're Amazing* Program Evaluation and the Partner Evaluation was presented, and members present participated in focus groups on the

partnership experience. A round-table discussion focused on the Kit launch and distribution activities. Denis Ostercamp reported on the Kit Launch that took place on October 22, in Calgary and subsequent media events. All seven RHA representatives at the meeting reported active distribution plans through regional health units and district offices as well as existing parenting programs. They were also active in promotional activities that ranged from putting up posters in daycares and schools to media (newspaper and radio) activities. All regions reported receiving telephone requests for the kits. Pfizer representatives intended to promote the kits to pediatricians and family physicians in their areas. Credit Unions said they would seek out opportunities to link with RHAs in promoting the kit. Further issues included discussion of the Communications Plan, the 1999 Calendar production and distribution, the milk carton ads, newsletter and newspaper articles and materials from previous promotions that were still available for use.

The December 4, 1998 meeting of the Steering Committee focused on the distribution of Family Kits and *You're Amazing* Calendars. Response to both the Kit and the Calendar were very positive. Three of the attending RHAs requested more kits, and three of the RHAs unable to attend had also requested more kits.

The concept and proposal for the new "Amazing Workplaces" component was also presented and Steering Committee representatives were added to the Working Group. This component involves production of additional Family Kits that include a booklet focusing on workplace wellness. The Kit was offered to businesses across Alberta for distribution to their employees at a cost of \$5.00 per kit.

c. Joint Meeting – Advisory Committee and Steering Committee

On March 23, 1999, a joint final meeting of the Advisory and Steering Committees was held. Thirteen members of the Advisory Committee were present, and 11 members of the Steering Committee, along with eight representatives from Alberta Health. Special guests included Don Ford, Deputy Minister of Health; Allison McKinnon, Population Research Laboratory; Ron Dyck, Corporate Services, Alberta Health; Regina Beckett, Population Health Strategies; Linda Barrett and Jane Yi, graduate students in Health Promotion, University of Alberta. Eighteen members of the Advisory Committee and nine members of the Steering Committee were unable to attend the meeting. Including the representatives from Alberta Health, the attendance rate for the Advisory Committee was 54%, and the attendance rate for the Steering Committee was 68%. (The overall attendance of invitees at this meeting was 58%).

There was a round table discussion on current program activities and future expectations. Participants reported active involvement in promoting the program and positive response to the initiative from the public. There was some discussion of the limitations of the identified target group. Some participants suggested broadening the reach to middle-aged parents or revising the materials to address seniors' issues as well. Some also suggested that the materials were most appropriate for middle-income families and felt there should be more attention paid to lower income groups.

The Deputy Minister, Don Ford, expressed appreciation for the efforts of all program partners in

supporting and promoting the program. He also noted that this program provided an innovative and positive approach to health promotion.

Allison McKinnon provided an update on the evaluation activities related to the program itself and the partner evaluation and presented preliminary data from both studies, along with a presentation of preliminary partnership results from Jane Yi and Linda Barrett, Centre for Health Promotion Studies, University of Alberta.

An update on the compilation and distribution of the Workplace Kits was presented.

Participants at the meeting were informed that leftover materials from the program are available on request, and they will be provided with an updated list of available materials following distribution of the new kits.

There may also be opportunities for reprinting materials from the program. Ontario Health has expressed interest in these materials, and participants agreed that access across Canada should be facilitated. A recommendation was sent forward from Steering and Advisory Committees to the Health Information Materials Publications Subcommittee (Alberta Health) requesting their help in sustaining *You're Amazing* materials as needed.

d. Information Provided to Committees

Display Boards used for summer tours were relocated to designated RHA locations in the fall, in order to be available on an ongoing basis for partners' use (relocation plan attached). At the May 23 joint meeting of the Advisory and Steering Committees, 6 of 10 members responding said they had used the boards. Sites included family fairs, trade fairs, schools, local agencies, RHA board members, and in conjunction with other RHA materials in health region displays. Some members noted difficulty in accessing display boards.

All Advisory and Steering Committee members received an *Amazing Family Kit* in mid-October in preparation for the promotion and distribution of the kit. Advisory Committee members received the Kit and copy for promotional flyers for the Family Kit along with a list of RHA distribution contacts. Members of both Committees received regular updates regarding the promotion and distribution of the Family Kit and the 1999 Calendar. Information and promotional materials related to the *Amazing Workplaces* initiative were also sent out to all members of the Steering and Advisory Committees.

e. Working Groups

A Working Group was set up to develop the new workplace kit item. Members included two members of the Advisory Committee and one from the Steering Committee in addition to Project Team members (membership list attached). The Working Group met first in early December and continued the work by meeting, conference call and electronic and written communication through December and January.

Summary

The objectives for number of meetings were met for both the Steering Committee and the

Advisory Committee. Attendance objectives were not met at any of the meetings. Nevertheless, meetings were productive and members of both committees reported active involvement in the promotion and distribution of the final *You're Amazing* program elements.

2. Partner Update (newsletter)

Objective: Two Partner Updates will be distributed to all Steering and Advisory Committee members and at least 20 other agencies.

The *Partner Update* is a newsletter to inform all Partners, including those not directly involved in Steering and Advisory Committees. Four updates had been distributed by the end of the last reporting period. In January 1999 the fifth update was distributed, and the sixth and final Partner Update was sent out at the end of March 1999 to Steering Committee and Advisory Committee members, along with 31 other non-member agencies. The objective for the distribution of the Update to non-member agencies was exceeded in this reporting period.

TARGET GROUP INITIATIVES:

1. Family Kit

The Family Kit, the showcase element of the *You're Amazing* program, is the major component during this reporting period. The Family Kit provides a collection of fun, interactive, practical information and resources that address the broad determinants of health. The contents of the kit include a cookbook, a growth chart, a book of ideas for fun, free things to do, reference sheets with information on various subjects relating to well-being and health and other items that promote awareness of the determinants of health that are the focus of the program. The launch of the kit was postponed from the previous reporting period and took place in October 1998 at the beginning of this fourth monitoring period.

The provincial Kit Launch took place on October 22, 1998 at the Village Square Leisure Centre in Calgary, Alberta, with Calgary RHA playing a significant role. The honoured guests at the launch were the Honourable Halvar Johnson, Minister of Health; Paul Rushforth, CEO, Calgary Regional Health Authority; program sponsors: Bas Wheeler, Credit Union Central; Karl Parker, Pfizer Canada; John Sproule, Merck Frosst; and Ray Jones, Councillor, City of Calgary.

a. Kit Launch: Media Coverage

A comprehensive Kit launch plan was prepared by the *You're Amazing* team. The objectives of the Kit launch include promotion of the Kit, profile for partners, furthering core health messages, and promotion of other *You're Amazing* activities. The Kit is the major news item for this reporting period, and provincial and regional coverage in broadcast and print media is expected.

Objectives: Print, TV and radio news about the Kit will be covered in Edmonton and Calgary. Print coverage in daily (estimate 6 stories) and weekly papers (estimate 75 stories) should be achieved in all quadrants of the province.

Media requests for more information about the campaign and health determinants should be

made in all quadrants of the province (estimate activity in 10 RHAs).

Denis Ostercamp participated in seven television interviews and one radio interview to promote the Family Kit and *You're Amazing* concepts in Edmonton (ITV, Access & A-Channel), Calgary (CFCN), Red Deer (CBC radio) and Lethbridge (CISA, CIL Television) between October 22 and November 18, 1998.

Between October 21 and December 7, 1998, 16 articles about the *You're Amazing* Family Kit appeared in Alberta newspapers in the following communities representing 10 RHAs: Slave Lake (weekly), Lac la Biche (weekly), Grande Prairie (daily & weekly), Edson (weekly), Edmonton (daily & weekly), Wetaskiwin (daily), Red Deer (daily), Eckville (weekly), Hanna (weekly), Three Hills (weekly), Okotoks (weekly), Banff (weekly) and Lethbridge (daily).

The Dairy Nutrition Council featured the *You're Amazing* program in its October 28, 1998 Nutrition File column which was sent out to Alberta weekly newspapers—monitoring services found this feature in two weekly newspapers, which are included in the list above.

The television and radio coverage, along with reported print coverage in daily newspapers met the stated objectives. However, reported print coverage in weekly papers was well below the stated objective, although there was coverage in all quadrants of the province. The low reported coverage in weeklies may be due in part to insufficient monitoring of print media. No information on media requests was provided for this report.

b. Kit Promotion and Distribution

Objectives: The production of 60,000 Kits within this reporting period is desired. At least half of these Kits should be distributed equitably across all RHA regions by the end of October. It will be reported by distributing agencies that over 75% of the kits went to the primary audience, young parents, age 18-30 years old.

Train-the-trainer sessions for RHA representatives/staff were offered prior to Kit distribution, in 3 areas of the province. These were accompanied by a manual, initiated by Calgary RHA and further developed by the Kit Working Group. This provided an opportunity for staff involved in promoting and distributing the Kit to be aware of the contents of the Kit and the principles and objectives of the program. Promotion of the Kit prior to distribution was also assisted by distribution of a flyer initially developed by Crossroads RHA.

Distribution of the Family Kit to the 17 RHAs took place the third week of October 1998. Kits were distributed through public health offices of the RHAs, schools, daycares, day homes, Family and Social Services offices and other community service programs. Based on reports from ten Steering Committee members and three Advisory Committee members, it is estimated that distribution to the primary audience was around 85%. Other RHAs did not report percentages related to distribution, although they did indicate that the focus of distribution efforts was to young families.

A Family Kit was also sent to each member of the Advisory Committee and Steering Committee

and to each MLA in the province.

c. Kit Evaluation

A short questionnaire was included in the Family Kit. Recipients were asked to evaluate the Kit concept, packaging and content by filling out and returning a short questionnaire to Alberta Health. Several small prizes were offered as an incentive to encourage a higher response rate.

Objectives: A return of 600 evaluation questionnaires by the time of this report, based on a one-percent response rate.

A total of 434 evaluation forms were returned by the time of this report (72% of the objective). The responses provide important feedback from recipients. The following are some highlights from the Report of Responses; the full Report is appended.

- A majority (60%) of the responses came from parents age 18-30 years old (primary target). Others were primarily between 31 and 40 years, and a few were 41 years or older.
- Responding to how well they liked the kit, a large majority of young parents (84%) gave a top rating, and 99% either 'liked it' or 'liked it a lot'.
- General comments were overwhelmingly positive, indicating that parents found the Kit to be useful, informative and supportive.
- 68% of target parents heard about or got the kit from public health offices of RHAs; another 15% heard about or got the kit from day cares/day homes/preschools
- 99.6% of target parents liked the packaging; most comments mentioned attractive, bright colours, convenient compact format, and information that was easy-to-read and up-to-date
- The Cookbook and Good(for Nothing) Ideas Book were the favourite items inside the kit, followed by Coupons and Stickers. All the items received mention as a favourite by some respondents.
- More information on things to do with children was the most frequently requested kind of further/missing resources, followed by parenting/child development information. Many commented that more Kits were needed.
- Messages received from the Kit closely followed the health determinants messages that were intended, for the most part. Childhood experiences and social support related to family were the most commonly received messages.

d. "Amazing Workplaces" Kit

The "Amazing Workplaces" Kit is a reissue of the Family Kit, including a new booklet focusing on workplace well being. "The Kit is a Hit" promotional package was distributed to companies across Alberta, offering them the opportunity to buy the Kits at a cost of \$5.00 each for distribution in their workplace. Companies who purchase kits have their logo printed on the back of the Kit package, as well as on the new booklet.

Objectives: Four business participants, one from each quadrant of the province, will order up to 400 kits each for a total of \$2,000 in funds.

Ten business participants, including three RHAs, ordered a total of 3,750 kits, generating \$18,750 in revenue to cover production costs. These participants represented all areas of the province: three northern, three central, three south, and one province-wide.

The "Amazing Workplaces" Kit was also sent to all RHAs/PHAs and program sponsors, as well as Alberta Family and Social Services, Be Fit for Life, and Health Canada, for a total distribution of 13,500 kits.

An additional 1,390 "Good Work" booklets were distributed through Advisory Committee partners (Alberta Cancer Board, Employee Committee on Health Care - University of Alberta, Alberta Environmental Protection, Alberta Education, Alberta Centre for Well-being, Alberta Library Trustee Association, Alberta Foster Parent's Association and Alberta Centre for Injury Control and Research).

2. 1999 Calendar

Approximately 75,000 full colour wall calendars were to be printed for distribution to young parents before the end of November 1998.

a. Calendar Launch

It was intended that a media release and photo opportunities would be arranged, possibly involving the Minister of Health, major sponsors, and/or young parent families.

Objectives: Newsprint articles about the calendar will run in at least four weeklies or dailies, and one short television story will be aired in both Calgary and Edmonton.

No formal calendar launch took place since the Family Kit Launch was continuing across the province when the calendar was distributed. At the end of November, collaborating with Alberta Education, the Minister of Health, Halvar Johnson, sent letters to Alberta school principals requesting their participation in distributing calendars to kindergarten students.

Calendars were also sent to MLA constituency and legislative offices, RHA officials, Alberta Health stakeholders and employees for kit promotion. Alberta daily and weekly newspapers and Alberta radio and television stations were sent calendars along with a news release as part of the calendar promotion.

One newsprint article (*Edson Leader*, January 4, 1999), and two newsletter articles (Nobody's Perfect, August 1998; Moving Ahead (Alberta Health), December 1998) did promote the 1999 calendar.

b. Calendar Distribution

Distribution was to be carried out primarily through Steering Committee and Advisory Committee member organizations (i.e., health authorities, sponsors, other agencies).

Objectives: A calendar has a specific, time-limited utility. Therefore, 90% of all calendars should be distributed by the end of November 1998. It will be reported by distributing agencies that over 75% of the calendars went to the primary audience, 18-30 year old parents.

Ninety thousand 1999 *You're Amazing* calendars were produced. A total of 23,400 calendars were distributed to all 17 Regional Health Authorities in mid-December. Alberta Education was significantly involved with distribution of 1999 calendars. In mid-December, 45,000 calendars were distributed to schools across the province through Alberta kindergartens. Alberta Family and Social Services and the Salvation Army each received 5,000 calendars for distribution and the Christmas Bureau received 2,000 calendars. Major program sponsors, Credit Union Central and Pfizer Canada, each received 2,500 calendars for distribution.

Reports on distribution from 10 Steering Committee and 3 Advisory Committee members, estimate the distribution to the primary audience at around 75%, meeting the objectives set for this element.

3. Trayliners

Objectives: At least eight RHAs and three Advisory Committee agencies will place orders for a minimum of 10,000 trayliners.

Artwork for a trayliner was produced during the previous monitoring period. It was decided that instead of going ahead with trayliners, all remaining funds would go toward reprinting of Kits for the Workplace initiative. Copies of trayliner artwork was made available to *You're Amazing* Partners for their use.

4. Remaining Materials

Stock remains of *You're Amazing* materials that were produced during previous reporting periods were offered to members of the Advisory Committee and the Steering Committee on a first come, first served basis.

Objectives: All remaining stock will be sent out to community and agency groups by March 31, 1999.

As of October 1, 1998 the following materials were remaining:

- a) Brochures – 1,397
- b) Bookmarks (1998) – 7,400
- c) Posters – 8,246

As of this report date, the following items are still available to all members of the Steering and Advisory Committees for distribution (information faxed out inviting further orders June 21/99):

General You're Amazing Materials:

- a) Brochures - *no longer available*
- b) Posters - 4700

Summer Tour '98 Items:

- a) Photo frames - 475
- b) Bookmarks (1998) - 1,319
- c) Polaroid Film packages - 23 packages (10 pictures per package)

Family Kit Items:

- a) Family Kit Folders - 1,600
- b) Good (for Nothing) Ideas book - 430
- c) Feel Good Coupons (RED) - 2310
- d) Feel Good Coupons (BLUE) - 63
- e) Penny Pinching Money Planners - 325
- f) Amazing Feel Good Stickers - *no longer available*
- g) Growth Charts - 5
- h) Leaving Your Child in Care of Others resource sheet - 693
- i) Balancing Work and Home resource sheet- 407
- j) Learning to Lessen the Stress resource sheet- *no longer available*
- k) Building an Amazing Network resource sheet- 586
- l) Everyday Safety Tips resource sheet - 720
- m) Where To Go For More (printed sheets) - 527
- n) Where To Go For More In Your Area (blank sheets) - 15,850
- o) Amazing Cookbooks - *no longer available*
- p) Good Work! booklets - *no longer available*

5. Calls to Toll Free Line

These calls are noted here as many of them relate to or were generated by distribution/delivery of target group initiatives.

Objectives: No objectives were set for this element.

A total of about 1,000 calls were received between October, 1998 and March 31, 1999. Of these, 227 had notations providing further information about their source, content and /or disposition. The following breakdown of total calls is extrapolated from these calls (about 20% of the total calls in this period).

- 8% were from out of province
- 77% related to the calendar (1999)
- 40% were noted as in direct response to the Minister's letter to schools about calendar distribution

- 48% were related to the Kit
- 17% requested general information about the program
- 14% were noted as being generated by program partners (library displays, health units/RHAs, professional or community meetings, pay stub enclosures); from friends, neighbours, coworkers; or media (partner updates, newsletters, internet, television, news releases)
- 10% noted positive comments (e.g., "incredible – need more like this"; "excellent resource", "awesome"; "loved it – will there be more?"; "wonderful and useful"; "great information"; "fantastic"; "should continue the program")
- 2% noted negative comments (e.g., "should have gone to low-income people", "basic information – not needed"; "cover doesn't reflect multicultural population"; "money should be spent on classrooms instead")

(Percentages total to more than 100 percent because many calls related to more than one of the areas mentioned above.)

Media events and distribution influenced the number of calls received on the Toll-Free line. There were approximately 50 calls regarding the Family Kit between October 22, 1998 (Kit Launch) and mid-November, 1998. In response to the presentation about the Family Kit on the "A" Channel's Breakfast Show, November 18, 1998, over 100 calls were received in the following week. Letters sent to schools the week of November 23rd regarding calendar distribution resulted in further calls. Again, over 100 calls were received in the week after the letters were sent.

Between December 1, 1998 and March 31, 1999 there were well over 700 calls regarding the Family Kit and/or the calendar. Calls continued well beyond the implementation period. During April, 44 calls and in May, 40 calls about the kit were received, all with positive comments. Telephone inquiries continue and as of this printing, 23 calls have been received in June.

In addition to these calls in the last monitoring period, a total of 90 calls were recorded since the initial news release about the program, prior to implementation. Monitoring of calls was haphazard for most of the implementation period so this information is an estimate at best. Some of these calls were from program partners and some were from the public. Information available suggests that:

- Calls were received from all areas of the province, as well as a few from outside the province;
- 23 were generated by the initial news release in early 1996;
- an additional 59 were prompted by other media releases, events, or ads by partners through newsletters, etc.;
- or by other public program information (e.g. internet)
- 2 were generated by the poster; and
- 12 were in response to the 1998 calendar

MEDIA COVERAGE

1. Regional Media Events

The *You're Amazing* team worked with the Steering Committee members who planned media promotional events throughout this monitoring period. Alberta Health offered to provide media contact persons and communications expertise. In addition, *You're Amazing* messages were placed in agency newsletters and at conferences or presentations.

Objectives: Events will be planned in at least three different regions during this reporting period. Print stories should result in each participating region.

The media coverage on the *You're Amazing* program during this period focused primarily on the promotion of the Family Kit (see section 1.a. page 5). Family Kit launch events were held in Calgary, Wetaskiwin, Drayton Valley, Lethbridge and Peace River. The Calgary and Lethbridge events attracted television coverage, and newspaper coverage was reported from Wetaskiwin, Drayton Valley and Lethbridge.

2. Newsletters and Presentations

Public awareness is increased through articles about the program that appear in newsletters of partner organizations. Also, presentations and displays at conferences, etc. help to spread program messages and build support. No specific objective was set as these occur as opportunities arise, but some are noted below.

Articles on the *You're Amazing* program appeared in at least five different newsletters:

Community Roundup (Alberta Community Development) reported on the *You're Amazing* Program and the Family Kit in its October newsletter;

Daycare Matters ran an article on the program and the Family Kit in its Winter 1998 issue;

Moving Ahead (Alberta Health) carried an article on the Family Kit Launch in its November, 1998 issue and, in the December 1998 issue, reported on the 1999 calendar;

The Trustee Voice – Newsletter of the Alberta Library Trustees Association reported on their involvement on the Advisory Committee for the *You're Amazing* program; and

The Nobody's Perfect Alberta Newsletter reported on the upcoming launch of the *You're Amazing Fami'ly* Kit in its August, 1998 newsletter.

At the end of October, the Dairy Nutrition Council of Alberta sent out a "Nutrition File" article that featured the *You're Amazing* program and the Family Kit. This article was sent to 97 weeklies (AWNA) and 16 other newspapers, as well as to community nutritionists.

Health Authority #5 reported being involved in a considerable number of promotional events. Public Health nurses gave presentations to parenting groups, and *You're Amazing* displays were

set up at the library, the Credit Union, the Mental Health Office, a wellness conference and a number of other venues through ECS teachers.

CONCLUSION

Not all objectives were met, however, increasing success is again evident. Increased support and activity from Advisory and Steering Committee members has had a significant impact on the apparent reach of the program. The Family Kit was a major program element and was widely distributed. The combined distribution of the Family Kit and the 1999 Calendar should increase program visibility considerably.

Partnerships

Partnership in the *You're Amazing* program continued to remain stable during this monitoring period. Members of both the Advisory Committee and the Steering Committee continued with active support and promotion of the program. Attendance at Steering Committee meetings and Advisory Committee meetings failed to meet objectives. Nevertheless, representatives from both committees were actively involved in the promotion and distribution of the Family Kit and the 1999 Calendar, as well as in the recruitment of businesses for ordering the Workplace version of the Family Kit. Committee members provided brief summaries of activities at each meeting which provide good information on the level of involvement in each region.

Target Group Initiatives

- Family Kit: The Family Kit was positively received by the primary audience and the reissue of the kit for workplaces exceeded expectations. This kit was a key element in increasing awareness of the program and its message. Kits were distributed throughout the province and many RHAs requested additional kits for distribution.
- Calendar: The 1999 calendar was another strong element for this program. Although promotion of the calendar was limited, response was enthusiastic.
- Remaining Materials: A good supply of materials from the various program elements. Most of these items are not time sensitive and have been offered to Advisory and Steering Committee members for distribution on a first come first served basis.
- Calls to Toll Free Line: The interest generated by the Family Kit and the second *You're Amazing* calendar resulted in a surge of calls to the toll-free line.

Media Coverage

Television coverage of the Family Kit Launch exceeded set objectives. However, based on available reports, media coverage in other areas, particularly in newspapers, was limited during this monitoring period. This may be the result of insufficient monitoring, since it was reported that the Dairy Nutrition Council piece on the *You're Amazing* program was sent to 97 weekly newspapers, but the piece was reported to only appear in two newspapers.

You're Amazing
ADVISORY COMMITTEE
MEMBERSHIP LIST
(as of March 23/99)

Marg Schwartz
Special Project Coordinator
Schools Come Alive
#506, 11010 - 142 Street NW
Edmonton, Alberta
T5N 2R1
Phone: 454-4745
Fax: 453-1756
E-mail: hpec@incentre.net

Alfred Nikolai
Recreation Development Officer
Recreation and Sport Branch
Alberta Community Development
905 Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta T5J 4R7
Phone: 415-0270
Fax: 427-5140
e-mail: anikolai@mcd.gov.ab.ca

Don Szarko, Manager
Traffic Safety Initiatives (Mission Possible)
Alberta Motor Association
Administration Centre
10310 G.A. Macdonald (39A) Avenue
Box 8180, Station South
Edmonton, Alberta T6H 5X9
phone: 430-5733
Fax: 430-5676

Linda Christianson
Provincial Coordinator
Nobody's Perfect Alberta
c/o Edmonton Social Planning Council
#41, 9912 - 106 Street
Edmonton, Alberta T5K 1C5
Phone: 423-2031
Fax: 425-6244

Grace Whitehouse, Manager
Resource Development & Marketing
AADAC
200, 10909 Jasper Avenue
Edmonton, Alberta
T5J 3M9
Phone: 422-2794
Fax: 422-5237
e-mail: grace.whitehouse@aadac.gov.ab.ca

Lloyd Dick
Alberta Centre for Injury Control & Research
4075EDC, 8308 - 114 Street
Edmonton, Alberta T6G 2V2
Phone: 492-6019
Fax: 492-7154
e-mail: ldick@incentre.net

Diane Dalley
Director of Community Planning
Office of the Commissioner
Services for Children
Family and Social Services
11th Floor, 10030 - 107 Street
Edmonton, Alberta T5J 3E4
Phone: 422-5662
Fax: 422-5036

Miriam Stewart, Director
Centre for Health Promotion Studies
5-10 University Extension Centre
8303 - 112 Street
University of Alberta
Edmonton, Alberta T6G 2T4
Phone: 492-9413
Fax: 492-9579
temporary e-mail: linda.christensen@ualberta.ca

Shirley Bigelow, President
Alberta Community Health Nurses Society
4105 - 55 Street
Wetaskiwin, Alberta
T8A 1T5
Phone: 361-4333
Fax: 361-4335

Cynthia Smith, Director
Alberta Centre for Well-Being
3rd Floor, 11759 Groat Road
Edmonton, Alberta
T5M 3K6
Phone: 427-8008
Fax: 455-2092

Mauricette Howlett, Manager
Social Marketing and Partnerships Section
Health Promotion & Programs Branch
Health Canada
815 Canada Place
9700 Jasper Avenue
Edmonton, Alberta T5J 4C3
Phone: 495-5112
Fax: 495-7344
E-mail: mauricette._howlett@hc-sc.gc.ca

Dennis Stokes
Health Issues Specialist
Alberta Environmental Protection
4th Floor, 9820 - 106 St.
Edmonton, Alberta T5K 2J6
Phone: 427-8850
Fax: 422-4192
e-mail: dstokes@env.gov.ab.ca

Catherine Biggs
Alberta Pharmaceutical Association
c/o Broadmore Pharmacy
80 Chippewa Road
Sherwood Park, Alberta
T8A 4W6
Phone: 464-3454
Fax: 433-2963
e-mail: olpharm@connect.ab.ca

Sherri Thorsen, Executive Director
Alberta Transportation & Utilities
Traffic Safety Initiative
Main Floor, Twin Atria Bldg.
4999 - 98 Avenue
Edmonton, Alberta , T6B 2X3
Phone: 422-2705
Fax: 422-9739

Gerry Preedy
Council of Medical Officers of Health
Capital Health Authority
Public Health Services
Suite 500, 10216 - 124 Street
Edmonton, Alberta
T5N 4A3
Phone: 482-1965
Fax: 482-4194

Cindy Thorvaldson, Manager
Dairy Nutrition Council of Alberta
14904 - 121A Avenue
Edmonton, Alberta
T5V 1A3
Phone: 453-5942
Fax: 455-2196
e-mail cthorvaldson@dnca.ab.ca

Jayne Thirsk
Executive Director
Dietitians of Canada
P.O. Box 74090Strathcona Postal Outlet
Calgary, Alberta
Phone: 217-5211
Fax: 217-5212
e-mail: jthirsk@dietitians.ca

Mary Totman
President
Alberta Library Trustee Association
10103 - 103 Street
Fort Saskatchewan, Alberta
T8L 3W1
Fax: 998-1363

Bob Borreson
Medical Benefits Coordinator
Income Support Programs
Alberta Family & Social Services
14th Floor, 10030 - 107 Street
Edmonton, Alberta, T5J 3E4
Phone: 427-6403
Fax: 422-0032

Gayle Carriere
Alberta Association of Registered Nurses
66, 3812 - 20 Avenue
Edmonton, AB, T6L 4B2
Phone: 450-0226
Fax: 450-0226
E-mail: carri@telusplanet.net

Dan Clarke
Occupational Health and Safety
Alberta Labour
9th Floor, 10808 - 99 Avenue
Edmonton, Alberta
T5K 0G5
Phone: 415-0602
Fax: 427-5698

Gina Vivone-Vernon
Assistant Director
Curriculum Standards Branch
Alberta Education
6th Floor, East Tower
11160 Jasper Avenue
Edmonton, AB T5K 0L2
Phone: 427-2984
Fax: 422-3745

Louise Mayo, Director
Marketing & Promotion
Nechi Institute
Box 34007, Kingsway Garden Mall
Edmonton, Alberta
T5G 3G4
Phone: 459-1884
Fax: 458-1883
e-mail: louisema@visions.ab.ca

Marianne McLennan
Human Resource Services
Employer Committee on Health Care
2-40 Assiniboia Hall, University of Alberta
Edmonton, Alberta T6G 2E7
Phone: 492-6072
Fax: 492-7527
e-mail: marianne.mclennan@ualberta.ca

Suzanne Lacroix
Day Care Programs
Alberta Family and Social Services
Seventh Street Plaza
8th Floor, 10030 - 107 Street
Edmonton, Alberta T5K 3E4
Phone: 422-5437
Fax: 427-1258
lacros@censsw.gov.ab.ca

Anna Auer
Alberta Public Health Association
Box 35
Site 216, RR 2
St. Albert, Alberta T8N 1M9
Phone: 973-3006
Fax: 973-3921
e-mail: aauer@sprint.ca

Katherine Jones
Executive Director
Alberta Foster Parents' Association
Suite 908, 10025 - 106 Street
Edmonton, AB
T5J 1G4
Phone: 429-9923
Fax: 426-7151

Laura Alcock
Foster Care Specialist
Child Welfare Services
Alberta Family and Social Services
9th Floor, 7th Street Plaza S. Tower
10030 - 107 Street
Edmonton, AB
T5J 3E4
Phone: 427-6385
Fax: 427-3297

Katherine MacKeigan, BPE, PFLC
Associate Director
Provincial Fitness Unit
W1-55 Van Vliet Centre
Edmonton, Alberta T6G 2H9
Phone: 492-4435
Fax: 492-6577
e-mail: katherine.mackeignan@ualberta.ca

Rudy Dressendorfer, Coordinator
Alberta Heart Health Project
18th Floor, 10025 Jasper Avenue
Edmonton, Alberta
T5J 2N3
Phone: 415-2749
Fax: 427-2511
e-mail: dressr@mail.health.gov.abv.ca

Ellen Murphy
Scientific Information Officer
Division of Epidemiology, Prevention
and Screening
Alberta Cancer Board
Rm. 382, 3330 Hospital Drive N.W.
Calgary, Alberta T4N 4N1
Phone: 220-8017
Fax: 270-3898

Denis Ostercamp (Chair)
Senior Team Leader
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 415-2745
Fax: 422-5474
e-mail: denis.ostercamp@health.gov.ab.ca

Mary Gartrell, Project Leader
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 415-2755
Fax: 422-5474
e-mail: mary.gartrell@health.gov.ab.ca

Recorder:
Sherry Clark, Administrative Support
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 415-2747
Fax: 422-5474
e-mail: sherry.clark@health.gov.ab.ca

You're Amazing
STEERING COMMITTEE
MEMBERSHIP LIST
(as of March 23/99)

Elly Webster
Health Promotion Specialist
Chinook Regional Health Authority
801 1st Avenue S
Lethbridge, Alberta
T1J 4L5
Phone: 382-6671
Fax: 328-5934

Janice Blair, Vice President
Community Development & Health Promotion
Palliser Regional Health Authority
666 - 5 St. S.W.
Medicine Hat, Alberta
T1A 4H6
Phone: 528-5621
Fax: 528-8102

Yvette Penman
Health Planning Facilitator
Headwaters Regional Health Authority
1100 Hospital Place
Canmore, Alberta T1W 1N2
Phone: 678-7208
Fax: 678-1205
e-mail: ypenman@hha.ab.ca

Anne MacKay
Health Promotion Analyst
Population Health
Calgary Regional Health Authority
3457 - 26 Avenue NE
Calgary, AB T1Y 6L4
phone: 215-4625
Fax: 215-4630

Cheryl Ferguson
Regional Team Leader for
Public Health
Health Region #5
Box 340
Three Hills, Alberta T0M 2A0
Phone: 443-5355
Fax: 443-2207

Kathy Ahearne
Director, Health Promotion and Education
David Thompson Regional Health Authority
2845 Bremner Avenue
Red Deer, Alberta T4R 1S2
Phone: 341-2104
Fax: 341-2167

Gladys Burrows
Community Coordinator
East Central Regional Health Authority
#11, 4701 - 52nd St.
Vermilion, Alberta T9X 1J9
Phone: 853-5270
Fax: 853-7362

Myrene Couves
Area Team Leader
Westview Regional Health Authority
4800 - 55 Avenue
Stony Plain, Alberta T7Z 1P9
Phone: 963-2241
Fax: 963-7192

Barb Olsen
Regional Director
Dental Health/Health Promotion
Crossroads Regional Health Authority
5610 - 40 Avenue
Wetaskiwin, Alberta T9A 3E4
Phone: 361-4349
Fax: 361-4335

Marianne Stewart, Director
Community Health Promotion
& Preventive Services
Capital Health Authority
Suite 300, 10216 - 124 Street
Edmonton, Alberta
T5N 4A3
Phone: 413-7975
Fax: 482-4203

Cindy Colbourne
Aspen Regional Health Authority
10024 - 107 Avenue
Westlock, Alberta
T7P 2E3
Phone: 459-0379/349-3316
Fax: 349-5725

Janet Kiist, Services Leader
Public Health Nursing
Lakeland Regional Health Authority
Vegreville Health Unit
5318 - 50 Street
Vegreville, AB T9C 1R1
Phone: 632-3331
Fax: 632-4334
e-mail: jkiist@vhealth.vegnet.com

Wayne Button
Special Services Team Manager
Peace Regional Health Authority
Box 6178, 10915 - 99 Street
Peace River, Alberta
T8S 1S2
Phone: 618-3440
Fax: 618-3405

Sandra Marini
Program Leader, Health Promotion
Community Health Services
Keewatinok Regional Health Authority
309 - 6th Street NE
Slave Lake, Alberta
T0G 2A2
Phone: 805-3532
Fax: 849-3083
e-mail: smarini@ccinet.ab.ca

Mary Johnson
Director of Health Services
Northern Lights Regional Health Authority
7 Hospital Street
Ft. McMurray, AB T9H 1P2
Phone: 791-6146
Fax: 791-6042

Sherri Ross
Health Promotion Coordinator
Northwestern Regional Health Authority
9808 - 100 Avenue
The Fahlman Bldg. P.O. Bag 2000
High Level, Alberta T0H 1Z0
Phone: 926-7000
Fax: 926-7001
sherri.ross@infoward.com

Jane Manning
V.P. Continuing Care & Community Services
Mistahia Health Region
PO Bag 2600
2nd Floor Provincial Building
10320 - 99 Street
Grande Prairie, AB. T8V 6J4
Phone: 538-6137
Fax: 538-6230

Beth Evans
Project Coordinator, South Area
Alberta Mental Health Board
2nd Floor, Rm 206 Hillhurst Prof. Bldg.
301 - 14 Street N.W.
Calgary, Alberta
T2N 2A1
Phone: 297-4520
Fax: 297-2518

Laura Fitzgerald
Pfizer Canada
10811 - 138 Street
Edmonton, Alberta
T5M 1P1
Phone: 482-4112
Fax: 482-4182
e-mail: fitzgl@pfizer.com

Yvette Straub
Coordinator, Democracy & Communications
Credit Union Central
350 North 8500 MacLeod Trail S.
Calgary, Alberta
T2H 2N2
Phone: 258-5900
Fax: 253-7720

Cecilie Lord (Chair)
Assistant Deputy Minister
Health Strategies and Research
Alberta Health
18th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 427-8596
Fax: 422-3671
e-mail: cecilie.lord@health.gov.ab.ca

Denis Ostercamp (Acting Chair)
Senior Team Leader
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 415-2745
Fax: 422-5474
e-mail: denis.ostercamp@health.gov.ab.ca

Mary Gartrell, Project Leader
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 415-2755
Fax: 422-5474
e-mail: mary.gartrell@health.gov.ab.ca

Recorder:
Sherry Clark, Administrative Support
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 415-2747
Fax: 422-5474
e-mail: sherry.clark@health.gov.ab.ca

You're Amazing
WORKPLACE INITIATIVE
WORKING GROUP

Workplace Initiative Working Group Members

Steering & Advisory Committee Members

Marianne McLennan
Human Resource Services
Employer Committee on Health Care
2-40 Assiniboia Hall, University of Alberta
Edmonton, Alberta T6G 2E7
Phone: 492-6072
Fax: 492-7527
e-mail: marianne.mclennan@ualberta.ca

Sandra Marini
Program Leader, Health Promotion
Community Health Services
Keewatinok Regional Health Authority
309 - 6th Street NE
Slave Lake, Alberta T0G 2A2
Phone: 805-3532
Fax: 849-3083
e-mail: smarini@ccinet.ab.ca

Sharon Chadwick
Occupational Health and Safety
Alberta Labour
9th Floor, 10808 - 99 Avenue
Edmonton, Alberta
T5K 0G5
Phone: 415-0602
Fax: 427-5698

Sherri Ross
Health Promotion Coordinator
Northwestern Regional Health Authority
9808 - 100 Avenue
The Fahlman Bldg. P.O. Bag 2000
High Level, Alberta T0H 1Z0
Phone: 926-7000
Fax: 926-7001
sherri.ross@infoward.com

Note:

*3 other Steering Committee members
volunteered but couldn't participate.*

Project Team Members

Mary Gartrell, Project Leader
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 415-2755
Fax: 422-5474
e-mail: mary.gartrell@health.gov.ab.ca

Julie Calderbank
Communications Consultant
Alberta Health
22nd Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 427-7164
Fax: 427-1171
e-mail: consultant@health.gov.ab.ca

Rick McHutchion
Project Consultant
#1607 Crescent Place
13910 Stony Plain road
Edmonton, Alberta T5N 3R2
Phone/Fax: 452-8259
Email: rmch@freenet.edmonton.ab.ca

Robert Storrier
Communications
Alberta Health
22nd Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 427-5462
Fax: 427-1171
e-mail: robert.storrier@health.gov.ab.ca

Adrian Watzke
Communications Consultant
Snoglobe Communications
6530-112A Street
Edmonton, Alberta, T1G 4R3
Phone/Fax: 435-3670
e-mail: powersurfr.com

You're Amazing
DISPLAY BOARD RELOCATION PLAN

YOU'RE AMAZING SUMMER TOUR '98 - DISPLAY BOARDS RELOCATION PLAN

BFFL currently using displays/contact names & numbers RHA relocation site/contact names & numbers

Grande Prairie Regional College
Fitness Resource Centre
10726-106 Avenue
Grande Prairie, AB. T8V 4C4
Contact: Laura
Tel: 539-2816

- to ♦

Lakeland College
Recreation Centre
5707-47 Avenue West
Vermilion, AB. T9X 1K5
Contact: Margaret
Tel: 853-8474

- to ♦

Red Deer College
Kevin Sirois Fitness Resource Centre
56th Ave. & 32nd Street
Red Deer, AB. T4N 5H5
Contact: Connie
Tel: 342-3134

- to ♦

Keyano College
Lifestyle Services
8115 Franklin avenue
Fort McMurray, AB. T9H 2H7
Contact: Heather
Tel: 791-8916

- to ♦

Lethbridge Community College
Be Fit For Life Centre
3000 College Drive South
Lethbridge, AB. T1K 1L6
Contact: Beth
Tel: 383-6917

- to ♦

University of Alberta
Fitness Resource Centre
Rm W1-98, Van Vliet Centre
Edmonton, AB. T6G 2H9
Contact: Trina
Tel: 492-0758

- to ♦

Medicine Hat College
Fitness Resource Centre
299 College Drive SW
Medicine Hat, AB. T1A 3Y6
Contact: Dave
Tel: 529-3839

- to ♦

University of Calgary
Campus Recreation PEA 101
2500 University Drive NW
Calgary, AB. T8V 4C4
Contact: Lea
Tel: 220-8011

- to ♦

Peace River Regional Health Authority
Box 6178, 10915-99 Street
Peace River, AB. T8S 1S2
Contact: Wayne Button
Tel: 618-3440

Crossroads Regional Health Authority
5610 - 40 Avenue
Wetaskiwin, AB.
T9A 3E4
Contact: Elaine Tufts
Tel: 361-4350

Note: Crossroads has
notified us as of March/99
that this display arrived
damaged and unusable.

MG.

David Thompson RHA
Red Deer Community Health Centre
2845 Bremner Avenue
Red Deer, AB. T4R 1S2
Contact: Sylvia Baran
Tel: 341-2146

Northern Lights Regional Health Authority
7 Hospital Street
Fort McMurray, AB. T9H 1P2
Contact: Mary Johnson
Tel: 791-6146

Chinook Regional Health Authority
801 1st Avenue S
Lethbridge, AB.
T1J 4L5
Contact: Elly Webster
Tel: 382-6671

Aspen Regional Health Authority
10024-107 Avenue
Westlock, AB. T7P 2E3
Contact: Cindy Colbourne
Tel: 459-0379/349-3316

Palliser Regional Health Authority
2948 Dunmore Road SE
Medicine Hat, AB.
T1A 8E3
Contact: Marie Whitmarsh
Tel: 528-5621

Health Region #5
Box 340, 1011 2nd Street N
Three Hills, AB.
T0M 2A0
Contact: Monica Lockhart
Tel: 443-5355

You're Amazing
PARTNER UPDATES
And
DISTRIBUTION LIST



You Make Health Happen

partner UPDATE

January 1999

Volume IV

Amazing Family Kit Launched

Amazing Family Kit Launched

On October 22, 1998, Health Minister Halvar Jonson launched the *Amazing Family Kit* at Calgary's Village Square Health Centre. Over 60,000 kits will be distributed free of charge through the province's Regional Health Authorities to young Alberta parents, aged 18 to 30.

The colourful, interactive *You're Amazing Family Kit* is packed with tips, information, a cookbook, growth chart, interactive activities, games and ideas to help identify the healthy things they do right now and to find simple, new ways to make health happen for themselves and their families.

The *You're Amazing Program*'s major sponsors, Alberta Credit Unions and Pfizer Canada, as well as Kit sponsor Merck Frost Canada were present for the launch. Paul Rushforth and John Morgan were also on hand representing the Calgary Health Authority.

The Amazing Family Kit will:

- reinforce the concept of non-traditional influences on health to young parents who may not think of health in those terms.
- assure young parents that they do many healthy things already and that their jobs as parents are an important investment in health.
- be supportive — help young parents find ways to make even more healthy choices in their lives.
- be interactive, educational and useful — provide specific suggestions for acting on these healthy ideas.

Amazing Media Coverage

The *Amazing Family Kit* and the *You're Amazing Program* has met with a great deal of favourable media response. A number of daily and weekly newspapers throughout the province, including the Southern Sun Times, Red Deer Advocate and the Lethbridge Herald, along with some targeted newsletters such as Alberta Community Development's Connections newsletter with a circulation of 32,000, have covered the launch of the *Amazing Family Kit*.

The coverage provided by the electronic media has been no less amazing. In addition to a number of radio sound bites and mentions on morning shows such as CBC in Calgary, the *Amazing Family Kits* were featured prominently on A-Channel's Big Breakfast Show, ITV, CFCN, CISA, CGIL, and the ACCESS Network.

Milking it in 1999

Talk about starting the new year off right! The *You're Amazing* milk carton ad is back and with bigger exposure than ever. Canada Safeway has agreed to run the 8"x3.5" ad on their 2 litre cartons of 2% milk during the month of January. The ad will run across Western Canada and Ontario and receive an estimated 1,100,000 exposures.



The Kit is a Hit!

Here's what Albertans are saying about the Amazing Family Kit.

"It's bright, refreshing and packed with good ideas."

"Spending time together as a family is the most important thing for not only your children but for you."

"We all need to be encouraged. It helps to know we're doing quite a few things right. The tone is positive not preachy."

"It's very colourful and fun to look at, for me and my two-year old."

"Sometimes we as parents, with jobs, stress, etc., need this kind of reminder to appreciate our children and get some creative ideas."

"Spending quality time together is very rewarding."

"My favourite part of the kit is the budget planning section."

"The stickers, coupons, cook book and tips are a wonderful and practical way of encouraging family participation."

"I think this kit truly is an amazing idea."

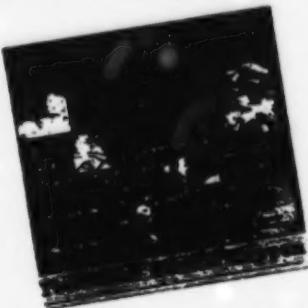
It's going to be an Amazing 1999!

Are you ready for a full year's worth of amazing stuff? The *Have an Amazing 1999* calendar is hot off the press and being distributed free of charge to young Alberta families through the province's kindergarten classes and Regional Health Authorities.

The *Have an Amazing 1999* calendar features a number of key messages about making health happen, loads of fun family activities, helpful tips and jokes, plus plenty of easy recipes and crafts, and a listing of important phone numbers.

90,000 of the colourful calendars were produced. The success which the *You're Amazing* Program has enjoyed to date is a result of the amazing cooperation and support received

from our many public and private sector partners and sponsors, including Alberta's Health Authorities, Pfizer Canada and Alberta Credit Unions.



You make Health Happen

"You're amazing ... you make health happen" is one of the key messages being delivered by the *You're Amazing* Program, Alberta's current provincial health promotion initiative. Launched by Health Minister Halvar Jonson in June 1997, this two-year \$1.5 million initiative is designed to encourage young Alberta parents to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families.

The *You're Amazing* Program reflects the importance of five of the many factors that affect health:

Childhood Experiences — children who feel loved and important grow up to be healthier adults.

Coping Skills — people who feel in control of their lives report better health.

Work and Working Conditions — your accomplishments at work, the people you work with, and taking control where you can, all contribute to health.

Income and Finances — managing your money is part of being healthy.

Support from Family, Friends and Community — people with more social contacts are healthier and live longer.

We're working on some Amazing things

The *Amazing Family Kit* has received a very favourable response from Albertans. We have been able to reach our target audience with the kits, but still see a tremendous opportunity to focus on health in the workplace. It is well known that the work we do helps make health happen. In early 1999, the *You're Amazing* Program will undertake a second run of the *Amazing Family Kit*.

Working closely with our various "workplace" advisors and representatives, we are developing a new workplace component which will be featured in the second run of the kit. This new *Amazing Family Kit* will provide Alberta companies with an excellent opportunity to promote health at work in conjunction with their existing workplace wellness programs.

We're offering amazing Alberta businesses, organizations and associations an opportunity to come on board and promote health in their *Amazing Workplaces* by purchasing and distributing additional copies of the *Amazing Family Kit* to their employees.

We'll have more information on the *Amazing Workplaces* initiative for you in the next Partner Update.

For more information on the *You're Amazing* Program or the *Amazing Workplaces* initiative, call your Regional Health Authority. Or, call 310-0000 toll free, then dial 422-1511.

The Kit is a Hit!

Here's what Albertans are saying about the Amazing Family Kit.

"It's bright, refreshing and packed with good ideas."

"Spending time together as a family is the most important thing for not only your children but for you."

"We all need to be encouraged. It helps to know we're doing quite a few things right. The tone is positive not preachy."

"It's very colourful and fun to look at, for me and my two-year old."

"Sometimes we as parents, with jobs, stress, etc., need this kind of reminder to appreciate our children and get some creative ideas."

"Spending quality time together is very rewarding."

"My favourite part of the kit is the budget planning section."

"The stickers, coupons, cook book and tips are a wonderful and practical way of encouraging family participation."

"I think this kit truly is an amazing idea."

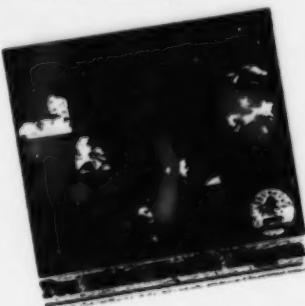
It's going to be an Amazing 1999!

Are you ready for a full year's worth of amazing stuff? The *Have an Amazing 1999* calendar is hot off the press and being distributed free of charge to young Alberta families through the province's kindergarten classes and Regional Health Authorities.

The *Have an Amazing 1999* calendar features a number of key messages about making health happen, loads of fun family activities, helpful tips and jokes, plus plenty of easy recipes and crafts, and a listing of important phone numbers.

90,000 of the colourful calendars were produced.

The success which the *You're Amazing* Program has enjoyed to date is a result of the amazing cooperation and support received from our many public and private sector partners and sponsors, including Alberta's Health Authorities, Pfizer Canada and Alberta Credit Unions.



You make Health Happen

"*You're amazing ... you make health happen*" is one of the key messages being delivered by the *You're Amazing* Program, Alberta's current provincial health promotion initiative. Launched by Health Minister Halvar Jonson in June 1997, this two-year \$1.5 million initiative is designed to encourage young Alberta parents to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families.

The *You're Amazing* Program reflects the importance of five of the many factors that affect health:

Childhood Experiences — children who feel loved and important grow up to be healthier adults.

Coping Skills — people who feel in control of their lives report better health.

Work and Working Conditions — your accomplishments at work, the people you work with, and taking control where you can, all contribute to health.

Income and Finances — managing your money is part of being healthy.

Support from Family, Friends and Community — people with more social contacts are healthier and live longer.

We're working on some Amazing things

The *Amazing Family Kit* has received a very favourable response from Albertans. We have been able to reach our target audience with the kits, but still see a tremendous opportunity to focus on health in the workplace. It is well known that the work we do helps make health happen. In early 1999, the *You're Amazing* Program will undertake a second run of the *Amazing Family Kit*.

Working closely with our various "workplace" advisors and representatives, we are developing a new workplace component which will be featured in the second run of the kit. This new *Amazing Family Kit* will provide Alberta companies with an excellent opportunity to promote health at work in conjunction with their existing workplace wellness programs.

We're offering amazing Alberta businesses, organizations and associations an opportunity to come on board and promote health in their *Amazing Workplaces* by purchasing and distributing additional copies of the *Amazing Family Kit* to their employees.

We'll have more information on the *Amazing Workplaces* initiative for you in the next Partner Update.

For more information on the *You're Amazing* Program or the *Amazing Workplaces* initiative, call your Regional Health Authority. Or, call 310-0000 toll free, then dial 422-1511.



You Make Health Happen

partner UPDATE

March 1999

Volume V

It's been an *amazing two years!*

All good things must come to an end. When the *You're Amazing* Program was launched by Health Minister Halvar Jonson in June 1997, it was one of the first widespread health promotion initiatives in Alberta to focus on wellness. The two-year \$1.5 million initiative was designed to encourage young Alberta parents to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families.

With two successful summer tours, two calendars, over 78,000 *Amazing Family Kits* distributed, numerous ads, posters, bookmarks, brochures and other support materials produced, and substantial positive media coverage garnered, we think that the message is out there — Health, it's all the things you do!

The *You're Amazing* Program has generated favourable response and interest outside of the province's borders as well. From British Columbia to Nova Scotia, the Yukon to Utah, other Canadian and U.S. health authorities and associations have expressed interest in the program. "The success which the *You're Amazing* Program has enjoyed is a direct result of the amazing cooperation and support received from our many public and private sector partners and sponsors, including Alberta's Health Authorities, Pfizer Canada, Alberta Credit Unions and Merck Frosst," said Denis Ostercamp, Senior Team Leader, Population Health Strategies, Alberta Health.

All that remains to be done is the evaluation component of the program, which is presently being completed. The Final Evaluation Report is expected to be ready this summer, and will be made available to all interested

parties. Thanks again to all the members of the Advisory and Steering Committees, and to everyone who was involved in the program over the past two years. Your input, ideas, support, suggestions, and understanding, as well as your hard work in Alberta communities, helped to make this program an amazing success.

It is our hope that young Alberta parents continue to realize they are doing an amazing job every day in making health happen — at home, at work, in their communities and with their families.



Hard at work

While we were able to reach our target audience with the *Amazing Family Kit*, we saw an opportunity to extend our reach and to focus on health in the workplace. Working closely with our various "workplace" advisors and representatives, we developed a new workplace component, *Good Work!* This piece is designed as a guide to a healthier, amazing worklife and highlights the importance of work as a determinant of health — whether it's working at a job, as a volunteer, or as a stay-at-home parent.



Good Work! will be featured in a second printing of the *Amazing Family Kit* scheduled for release this March. Of the 13,500 new kits being produced, 3,750 were purchased by 10 Alberta businesses and organizations for their employee wellness programs. The remaining kits will be distributed primarily through RHAs, Alberta Family and Social Services, and the provincial Be Fit For Life Network.



In addition to the second printing of the *Amazing Family Kit*, we are also overprinting 6,000 copies of the *Good Work!* book. All of the *You're Amazing* partners, stakeholders, sponsors, Advisory and Steering Committee members, and RHAs will receive a portion of these extra copies.



And the winners are

As part of the initial run of 65,000 *Amazing Family Kits* that were distributed to young Alberta families, we included an evaluation form asking people's opinions of the kit. We received many favourable responses on the *Amazing Family Kit*, with 98% of the respondents stating they either liked it or liked it a lot. From all the responses we received, we drew five names at random as winners of Polaroid Instant Encouragement Kits. These winners are:

- Michelle DeGroot of Airdrie
- Donna Krause of Wetaskiwin
- Karen Schneider of Edmonton
- Annette Lagemaat of Coalhurst
- Barb Paton of Peace River

Congratulations, and have a great time capturing some amazing family moments on your new Polaroid cameras!

Final meeting of steering and advisory committees

On March 23rd, the members of the *You're Amazing* Steering and Advisory Committees met for the final time to wrap up the successful program and discuss what may arise as a result of their participation in this initiative.



Don Ford, Deputy Minister, Alberta Health dropped in to thank the Committee members on behalf of the Minister and his colleagues. "The documents have been extremely well received," said Mr. Ford. "What we

have done has positioned Alberta well, nationally and internationally."

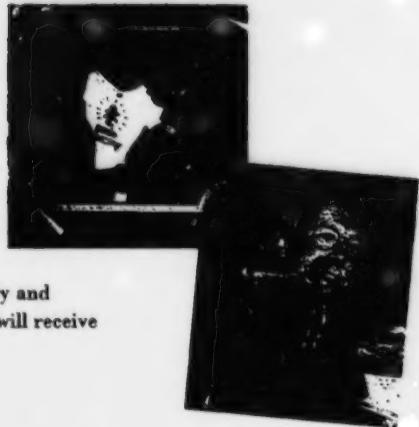
Other agenda items included the distribution of any remaining *You're Amazing* materials, along with the availability of filmwork for reprinting. Preliminary results from the partnership evaluation and the final survey of young parents were presented and discussed. A final report is anticipated by summer.

Thanks for being so amazing

The project team would like to thank all of the amazing partners, stakeholders, and everyone who worked on the project over the past two years. We couldn't have done it without you.

For more information
on the *You're Amazing* Program,
call your Regional Health Authority.
Or, call 310-0000 toll free,
then dial 422-1511.

In addition to the second printing of the *Amazing Family Kit*, we are also overprinting 6,000 copies of the Good Work! book. All of the You're Amazing partners, stakeholders, sponsors, Advisory and Steering Committee members, and RHAs will receive a portion of these extra copies.



And the winners are

As part of the initial run of 65,000 *Amazing Family Kits* that were distributed to young Alberta families, we included an evaluation form asking people's opinions of the kit. We received many favourable responses on the *Amazing Family Kit*, with 98% of the respondents stating they either liked it or liked it a lot. From all the responses we received, we drew five names at random as winners of Polaroid Instant Encouragement Kits. These winners are:

- Michelle DeGroot of Airdrie
- Donna Krause of Wetaskiwin
- Karen Schneider of Edmonton
- Annette Lagemaat of Coalhurst
- Barb Paton of Peace River

Congratulations, and have a great time capturing some amazing family moments on your new Polaroid cameras!

Final meeting of steering and advisory committees

On March 23rd, the members of the You're Amazing Steering and Advisory Committees met for the final time to wrap up the successful program and discuss what may arise as a result of their participation in this initiative.



Don Ford, Deputy Minister, Alberta Health dropped in to thank the Committee members on behalf of the Minister and his colleagues. "The documents have been extremely well received," said Mr. Ford. "What we

have done has positioned Alberta well, nationally and internationally."

Other agenda items included the distribution of any remaining *You're Amazing* materials, along with the availability of filmwork for reprinting. Preliminary results from the partnership evaluation and the final survey of young parents were presented and discussed. A final report is anticipated by summer.

Thanks for being so amazing

The project team would like to thank all of the amazing partners, stakeholders, and everyone who worked on the project over the past two years. We couldn't have done it without you.

For more information
on the *You're Amazing* Program,
call your Regional Health Authority.
Or, call 310-0000 toll free,
then dial 422-1511.



You Make Health Happen

partner UPDATE

March 1999

Volume V

It's been an *amazing two years!*

All good things must come to an end. When the *You're Amazing* Program was launched by Health Minister Halvar Jonson in June 1997, it was one of the first widespread health promotion initiatives in Alberta to focus on wellness. The two-year \$1.5 million initiative was designed to encourage young Alberta parents to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families.

With two successful summer tours, two calendars, over 78,000 *Amazing Family Kits* distributed, numerous ads, posters, bookmarks, brochures and other support materials produced, and substantial positive media coverage garnered, we think that the message is out there — Health, it's all the things you do!

The *You're Amazing* Program has generated favourable response and interest outside of the province's borders as well. From British Columbia to Nova Scotia, the Yukon to Utah, other Canadian and U.S. health authorities and associations have expressed interest in the program. "The success which the *You're Amazing* Program has enjoyed is a direct result of the amazing cooperation and support received from our many public and private sector partners and sponsors, including Alberta's Health Authorities, Pfizer Canada, Alberta Credit Unions and Merck Frosst," said Denis Ostercamp, Senior Team Leader, Population Health Strategies, Alberta Health.

All that remains to be done is the evaluation component of the program, which is presently being completed. The Final Evaluation Report is expected to be ready this summer, and will be made available to all interested

parties. Thanks again to all the members of the Advisory and Steering Committees, and to everyone who was involved in the program over the past two years. Your input, ideas, support, suggestions, and understanding, as well as your hard work in Alberta communities, helped to make this program an amazing success.



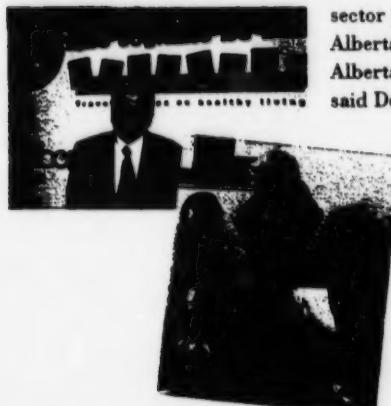
It is our hope that young Alberta parents continue to realize they are doing an amazing job every day in making health happen — at home, at work, in their communities and with their families.

Hard at work

While we were able to reach our target audience with the *Amazing Family Kit*, we saw an opportunity to extend our reach and to focus on health in the workplace. Working closely with our various "workplace" advisors and representatives, we developed a new workplace component, *Good Work!* This piece is designed as a guide to a healthier, amazing worklife and highlights the importance of work as a determinant of health — whether it's working at a job, as a volunteer, or as a stay-at-home parent.



Good Work! will be featured in a second printing of the *Amazing Family Kit* scheduled for release this March. Of the 13,500 new kits being produced, 3,750 were purchased by 10 Alberta businesses and organizations for their employee wellness programs. The remaining kits will be distributed primarily through RHAs, Alberta Family and Social Services, and the provincial Be Fit For Life Network.



You're Amazing Distribution List for Partner Updates
(In addition to Steering and Advisory Committee members)

Mary Jane Buchanan
10113 - 88 Street
Edmonton, Alberta
T5H 1N9
Ph: (403)429-6370
Fax: (1st Baptist Church): (403)423-1189

Suzanne McCarron
Manager Public Affairs
Mobil Oil Canada
330 - 5th Ave. SW
P.O. Box 800
Calgary, AB
T2P 2J7

Grace Guyon
Alberta Medical Association
12230 - 106 Avenue
Edmonton, Alberta
T5N 3Z1
Ph: (403)482-2626
Fax: (403)482-5445

Janet Rowley
Manager Products
Public Affairs
Shell Canada Limited
630 - 3rd Ave. SW
P.O. Box 100, Stn M
Calgary, AB
T2P 2H5

Jack van Roosmalen
Manager, Consumer Division
Polaroid Canada Inc.
350 Carlingview Drive
Etobicoke, ON
M9W 5G6
Ph: 1-800-268-6970
Fax: (416) 675-3228

Tammy Irving
Regional Health Promotion Officer
Health and Social Services
Box 608
Yellowknife, NWT
X1A 2NS

John O'Donnell
Manager Community Relations
PanCanadian Petroleum Limited
P.O. Box 2850
Calgary, AB
T2P 2S5

Ruth Minshall
Ministry for Children and Families
4th Floor
P.O. Box 9719 Stn. Provgovt
Victoria BC
V8W 9S1

D'Arcy Levesque
Manager, Government Relations and Public Affairs
Syncrude Canada Limited
2102 Canada Trust Tower
10104 - 103 Ave.
Edmonton, AB
T5J 0H8

Beth Witney, Manager
External Affairs - Central/West
Wyeth-Ayerst Canada Inc.
110 Sheppard Ave. East
North York, Ontario M2N 6R5
Ph: (416) 226-7629
Fax: (416) 225-3720

Mark Patton
Health Policy Manager Alberta
Merck Frosst Canada Inc.
Suite 1700 College Plaza
8215 - 112 Street
Edmonton, Alberta
T6G 2C8
Phone: 432-7500

Lori Maller, Manager
Government Affairs Prairies
Hoechst Marion Roussel Canada Inc.
129 Fairway Drive
Edmonton, Alberta
T6J 2C2
Ph: (403)435-1875
Fax: (403)437-5871

Alan George
Director, External Affairs
Western Region
Novartis Pharmaceuticals Canada
441 Meadowview Court
Sherwood Park, Alberta
T8H 1X3
Ph: (403)467-4712
Fax: (403)449-5416

Ellen Percivall/Sherry Kerr
Editors
Calgary's Child Magazine
#723, 105 Crowfoot Cr. N.W.
Calgary, AB
T3G 3T2
Ph: (403)520-1003
Fax: (403)286-9731

Irene Andres
Beatrice Dairy (Parmalat Foods)
1939 - Centre Avenue S.E.
Calgary, Alberta
T2E 0A8
Ph: (403)221-9500
Fax: (403)221-9596

Katherine Flett
Dairyworld Foods
P.O. Box 6590
Vancouver BC
V6B 4C3
Ph: (604)298-9600
Fax: (604)268-1234

Cheryl Mahaffy
Success by Six
11243 - 63 Street
Edmonton, Alberta
T5W 4E5
Ph:
Fax:
e-mail: mahaffyc@IBM.net

Mary Smith
Regional Home Economist
New Brunswick Health and Community Services
P.O. Box 5001
Moncton NB
E1C 8R3

Jay Wilson
Alberta Weekly Newspaper Association (AWNA)
Suite 360 Terrace Plaza
4445 Calgary Trail S.
T6H 5R7

David A. Larson
Vice President
Government and Public Affairs
Weyerhauser Canada Ltd.
25th floor, 1075 West Georgia Street
Vancouver, BC
V6E 3C9
Ph: (604)691-2412
Fax: (604)691-2445

Bev Sochatsky
GMCC
Millwoods Campus
Consumer Education project
7319 - 29th Avenue
Edmonton, AB
T6K 2P1

Ms. Jeanette Boman
Faculty of Nursing
University of Alberta
3rd Floor Clinical Sciences Building
Edmonton, Alberta
T6G 2G3

Jean Thompson
Community Developer
5th Floor 132 West Esplanade
North Vancouver, BC V7M 1A2
Ph: 604-983-6717
Fax: 604-983-6839
e-mail: jthomps0@nshr.hnet.bc.ca

Nancy Turner
Dr. Paul Schwann Centre
Faculty of Physical Activity Studies
University of Regina
Regina, SK S4S 0A2

Mariette Gorman
Bredin Institute
201 - 9119 - 82 Avenue
Edmonton, AB T6C 0Z4

Members: Federal/Provincial/Territorial Advisory Committee on Population Health
(Distribution through Cecilie Lord)

You're Amazing
MEDIA COVERAGE

Amazing Media Coverage

The Amazing Family Kit and the You're Amazing Program have met with a great deal of favourable media response. Here are just a few examples of the coverage received throughout the province.

DAILY AND WEEKLY NEWSPAPERS

You're Amazing, last chance - Edson Leader – January 4, 1999

CRHA and Credit Union band together for family health - Wetaskiwin Times-Advertiser – December 7, 1998

You're Amazing - Wetaskiwin Times-Advertiser – November 30, 1998

Kits for Parents - Red Deer Advocate - November 28, 1998

You're amazing - Eckville Echo - November 25, 1998

National Child Day, Baby contest - Keewetinok Lakes RHA (Slave Lake):Press Release - November 20, 1998

You're amazing really - Lac La Biche Post - November 17, 1998

You're amazing really - Edson Leader - November 16, 1998

You're amazing - Hanna Herald - November 10, 1998

Health Notes - The Edmonton Examiner - November 6, 1998

You're Amazing kits available - Three Hills - November 4, 1998

CHR's 'Family Kit' offers good advice to young parents - Southern Sun Times - November 4, 1998

Pearls from the legislature - Lakeside Leader (Slave Lake), November 4, 1998

AAAAAAHH! The Kids, The Kids. Do you ever just have one of those days? - Mile Zero News (Grande Prairie) - November 4, 1998

You're Amazing - Really! - Nutrition File (Dairy Nutrition Council of Alberta) - October 28, 1998

You're amazing - Edmonton Journal - October 27, 1998

New family health kit designed for everyone - Lethbridge Herald - October 27, 1998

You're Amazing project into its second year - Daily Herald Times (Grande Prairie) - October 22, 1998

Resource kit helps health happen - Okotoks Western Wheel - October 21, 1998

Valley parents targeted for kit - Banff Crag and Canyon - October 21, 1998

NEWLETTERS

Family health promoted across the province - Community Roundup (Alberta Community Development) - October 1998

You're Amazing - Nobody's Perfect Alberta Newsletter - August 1998

You're Amazing - Daycare Matters - Summer 1998 issue

You're Amazing - Daycare Matters - Winter 1998 issue

He's Amazing - Moving Ahead (Alberta Health Newsletter) - November, 1998

Have an Amazing 1999 - Moving Ahead (Alberta Health Newsletter) - 1998 (re: calendar)

President's Message - The Trustee Voice (December Newsletter of the Alberta Library Trustees Association) - November, 1998

Radio and Television

A-Channel (Edmonton) - Big Breakfast Show - 8 minutes - November 18, 1998

ITV First News(Edmonton) - 5 minutes - November 4, 1998

ACCESS Network (Alberta) - 3 minutes - October 28, 1998

CFCN-TV (Lethbridge) - 2 minutes - October 26, 1998

CISA-TV (Lethbridge) - 2 minutes - October 26, 1998

CFCN-TV (Calgary) - 3 minutes - October 22, 1998

CGIL-TV (Lethbridge) - Victory Church -12 minutes - October - November, 1998

CBC Radio (Edmonton) - Morning Show - 10 minutes - October 26, 1998

Have an Amazing 1999

It's going to be an amazing year and you can get the calendar to prove it. If you are, or if you know, a parent between the ages of 18 and 30, please pick up a copy of the *Have an Amazing 1999* calendar at the reception area of the Population and Health Strategies Branch on the 23rd floor of TELUS Plaza North Tower.

The colourful, interactive calendar is filled with a year's worth of messages about making health happen for the whole family, as well as helpful tips, jokes, fun crafts and recipes for youngsters, and a list of important phone numbers.

This is the latest element of the *You're Amazing* Program - Alberta Health's two-year initiative aimed at increasing awareness of the variety of factors that influence a family's health and some of the simple steps they can take to improve it. The success of the *You're Amazing* Program to date is a result of the amazing cooperation and support received from our many public and private sector partners and sponsors.



Denis Ostercamp, Population Health Strategies team leader, was busy promoting the "You're Amazing" health promotion kit. With a little help from some friends, he plugged the kit during a recent visit to A-Channel's morning show. With him were, (left to right) Derek Johnston, Julie Calderbank, and Menaka and Mithra Sivakumar who used their time in the spotlight to make sock puppets during the show.



Dear Santa,

Attached is my Christmas list for this year.



Last year I did not receive several items from my list.



For your convenience, I have grouped those items together on page 12. Please check them carefully, and include them with the rest of my loot this year.



THAT'S THE PROBLEM WITH THIS GUY. HE'S GOTTEN SLOPPY WITHOUT ANY COMPETITION.



Calvin and Hobbes reprinted by permission of Universal Press Syndicate.

Valley parents targetted for kit

Headwaters Health Authority is targetting new parents ages 18-30 to become better parents.

A new project called You're Amazing Family aims to raise awareness of coping skills and healthy child and parent development.

The kits are scheduled to be released to Albertans by Thursday (Oct. 22).

The You're Amazing Family kit contains a cookbook, money planner, smart shopping list, phone list, stickers, steps to calmness, tips to balancing work and family, and a growth chart.

Headwaters Health Authority has partnered with Alberta Health and other regional health authorities in Alberta to develop and distribute the kits.

Call the Banff public health office at 762-2990 for more information.

Daily Herald Tribune (Grande Prairie)

Circ: 8,210

Thursday, October 22, 1998

Page: 3

'You're Amazing' project into its second year

NICOLE BERGOT

Herald-Tribune staff

The budget's out of whack, the kids are screaming, you're late for work and nobody's told you lately you are amazing.

Alberta Health is reminding you today with the launch of its You're Amazing kits, part of a two-year project launched in 1997.

Lori Hurley, a 30-year-old working mom, says the package which includes budget planning, children's activities, and how to balance home and work, is an easy way to boost family well-being.

"It reinforces you're already amazing," she says of the compilation of tips, quick recipes and eye-catching growth chart.

"Families get broken down if they don't spend quality time together. To emphasize doing things as a family contributes to the health of a family."

Projects include simple ideas like reading together, craftmaking or

"Families get broken down if they don't spend quality time together. To emphasize doing things as a family contributes to the health of a family."

— Lori Hurley

simply going through photo albums with the kids.

"It really emphasizes making the child feel safe and loved," says Hurley, who'll share the material with her husband and their daughter Breton, 2.

The project, she adds, is not an

intrusion into the home on the part of Alberta Health.

"The title is you're amazing, not you should or could be," says the vibrant public health nurse.

The kit emphasizes tips for emotional health too, including getting away from the kids for awhile.

"It lets you know it's ok to get away from the kids, that it's OK to need help sometimes and support networks in the community," says Hurley. "If you care for yourself you'll be a better parent."

The to-do tips are cheap too. "It's not like you have to buy tickets to Disneyland to spend quality time with your kids. But it's hard to

always be thinking of ideas to stimulate your children."

About 3,000 packages will be distributed throughout the region via various Mistahia parenting programs.

stay home



on your child's illness

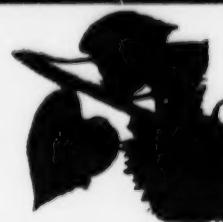
ing children good hand-practices is the easiest and best way to prevent the spread of many other illnesses. For example, cold germs are often spread when a healthy child turns a doorknob recently touched by a child with a cold who used her hand to cover her mouth while coughing. To prevent the spread of more contagious diseases, schools now have provincial health

department's guidelines.

"It's a tough call if the parent doesn't know if the child is really sick or just wants to stay home," says Riopelle.

Marchand suggests parents watch for changes in appetite or behaviour, fever and other signs of malaise when checking for a communicable disease.

If a child complains of illness but



On Your Life

**News, tips, how-tos
and other stuff**

You're Amazing

No one ever said being a parent was easy. It's the most important job you'll ever have, and one that you probably have the least training for.

Now there's a special kit to help rookie parents keep their young families on the right track. Put out by Alberta Health, the interactive package of tips, information, a cookbook, games and ideas is being distributed to 60,000 parents between ages 18 and 30.

You're Amazing Family Kits are part of a two-year, \$1.5-million provincial program to complement existing public health promotions. Sponsors include Alberta credit unions, Pfizer Canada, Merck Frost Canada and other private and public sector organizations.

What are the kits intended to accomplish?

- Help make young parents aware of factors that affect their health and the health of their families;
- Assure young parents that they do many healthy things already;
- Be supportive of young parents taking further simple steps toward health;
- Show that children who feel loved and important grow up to be healthy adults.

Health Minister Halvar Johnson says the kits gave his department a great opportunity to focus on wellness and work with many sponsors "to deliver this message to Albertans: 'Health...it's all the things you do.'"

The kits will be distributed in the Edmonton area by the Capital Health Authority.

(Grande Prairie) campaign got underway last Friday, October 30, when the local members of the Peace Palliative Care Society turned on the lights. Pictured here left to right are Community Services Director Tracy Halerewich, Dianne Perrault, Mayor May Rowe, Elvira Sorensen and Harry Aspin. Residents can purchase a light bulb for \$10 in memory of a loved one with all proceeds going to the Peace Palliative Care Society. The lights will remain on over the Christmas season and the names of those being remembered will be featured in the Mile Zero News.

Jerry L
Jerry V



To Your **HEALTH**

AAAAAHH! The Kids, The Kids
Do you ever just have one of those days?

Mark Scott

Health Promotion Facilitator
 Health Promotion & Wellness Program

Your spouse is late for work and wants you to help make lunch, the baby is awake and is requesting nourishment in a way only babies know best, the five year old is trying to help in the way only five year olds can, and telephone solicitors from all over the province have decided that today you can definitely go no longer without a new vacuum or a freezer full of meat or that time share in Florida that is beckoning you forth for a sun filled fantasy vacation.

Sometimes, the "everyday" of life can get us down. On the other hand, there are everyday events that can

bring us great joy: the happy gurgle of a baby, the smell of supper in the oven, the exuberant laughter of the children playing in the back yard, a good day at work, a hug, sitting and reading with a child.

Often, these seemingly small "everyday" happenings are seen as insignificant and do not seem to contribute much to the healthy functioning of a family. But it is important to recognize that small positive things that happen every day are the very things that make health happen.

"You're Amazing" is a program that helps young parents, between 18 and 30 years old, see the good things they are doing with their

families and helps with the challenging times. A kit has been developed for young parents, "The Amazing Family Kit," containing useful information to help families take simple steps toward health.

"The Amazing Family Kit" contains a growth chart for children, fun "For free" activities families can do, a cookbook to spend time with children in the kitchen, stickers, feel good coupons, budget planning, a fridge magnet, and tip sheets on

calmness, coping, time outs, babysitting/child care, balancing work and home, and social supports.

If you would like to pick up "The Amazing Family Kit" or would like more information about the program, Terry Varek is the "You're Amazing" coordinator for Mistahia Health Region and can be reached at the health unit Grande Prairie at 513-7500.

The kits are available at any of the Mistahia Health Units in the region, so call your local health unit.



BISSEL MEMORIAL
 CHURCH in BERWYN
 • Worship 10 a.m.

ST. BARTHOLOMEW'S
 ANGLICAN CHURCH
 GRIMSHAW

• Sunday Worship: 11 a.m.

Pearls from the Legislature

Beware phone scam artists

By Pearl Calahasen
Member of the Legislature
Constituents:

Congratulations to the following groups who have all received funding from the Community Lottery Board Grant Program administered by Alberta Community Development - Spruce Point Park Association, Keewatinok RHA, High Prairie & District Tennis Club, 4-H Club, Agricultural Society, RCMP Victims Assistance Society, High Prairie Elementary School Council, High Prairie Skating Club, Dolphin Swim Club, Curling Association, Minor Hockey Association, the MD of Big Lakes, Sunset House Community Hall Society, East Prairie Metis Settlement, the Kinosayo Museum Society, and the Kinuso Lakeside 4-H Club.

Alberta Health has released a kit called the "You're Amazing Family Kit". The You're Amazing Family kit delivers a positive message of encouragement to young parents and helps to increase awareness of the variety of

factors that influence health. The kit is packed with tips, information, interactive activities and games. If you would like one, they will be



available at the High Prairie Constituency office within the next couple of weeks. Call 523-3171 if you would like to pick one up.

There is a potential "telephone scam" you should be aware of. People have received telephone calls from an individual identifying himself as an AT&T service technician who was conducting a test on the phone lines. The person asks that the individual he is speaking to should touch

nine (9), Zero (0), the pound sign (#) and then hang up. If you follow his instructions, you are giving this person full access to your telephone line which then allows them to place long distance calls to your phone number. If you want further information on the "scam", you can call Telus at 310-2255.

Individuals have been selected to sit on the Settlement Panel for sterilization claims. This panel is created to resolve claims of sterilization victims and provides a simple, voluntary option for individuals and their families to reach a fair settlement of their claims. Effective immediately, the panel is available to any claimants who are interested in this option to settle their claims. Claimants can call the Settlement Panel's Edmonton office 422-9650 (toll free at 1-877-422-9650)

If you have any questions about the issues above or any other issue, I can be reached at my constituency office at (403) 523-3171, or in Edmonton at (403) 427-2180.

Page 12 — Southern Sun Times, November 4, 1998

CHR's 'Family Kit' offers good advice to young parents

By Nathan McCarron
for the Southern Sun Times

Alberta Health and the Chinook Health Region officially launched the "You're Amazing Family Kit" at 12:45 p.m. on Nov. 3 at the Chippewyan Nursery School on Monday.

"The kit is the final stage of a two-year \$1.5-million attempt to raise health awareness in young Alberta families."

With the help of CHR nurses, 60,000 of the kits will be made available to parents between the ages of 18 and 30 years.

The kits have not been targeted towards any specific group besides low-risk families," says CHRI health promoter, Ely Webster.

The program is also the pioneer for the use of various corporate sponsors, raising \$400,000. Alberta Health provided the remaining \$1.2 million.

million.

This investment has resulted in an extensive package including a growth chart, cookbooks, budget planner, idea and reference information, coupons, stickers, and even a fridge magnet.

"The kit is well-organized and it is easy to access ideas for specific age groups," says mother-of-three, Lynette Hunter.

Hunter was one of two people chosen to preview the health kit. A questionnaire is the final component of the package.

The responses will be evaluated by the University of Alberta following the program's March 1999 finish. "Then we can look at ways to further support the health regions," says Alberta Health's, Denis Ostercamp.

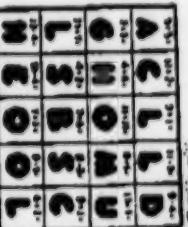
Ostercamp predicts the kits will be gone well before the March deadline. To reach the 1210 office phone 302-6665 (Lethbridge), or 1-800-595-2747 (outside of Lethbridge).

Kidspot

THE PUZZLER

Scrabble words are hidden on the back of this page. Can you find them? If so, send us your answers to: KIDSPOT, Lethbridge News Leader, 1000 10th Street S.E., Lethbridge, AB T1J 1A1. The first person to correctly answer all 10 words will receive a \$100 gift certificate.

by Dick Rogers



Kidspot

WEBSITE: www.southernsun.com/kidspot

Check our website for interactive fun for kids.



TRUCKLOADS OF NEW MERCHANDISE EVERY WEEK!

Spring
Sales
MATTRESS &
BOKSPRING SET

• 15 Twin 7.5 Gauge Steel Coil
• 624 Coil Combination
• 23 Year Manufacturer's Warranty

SOFA &
LOVESEAT
SETS

WORDY CURDY®

BY TRACIE BICKY BANE

Nov 6/98



People with Down's can contribute

By TERRY SKIDNUK

Staff Writer

It wasn't that long ago that kids with Down's syndrome were often institutionalized.

"Only about 40 or 50 years ago," says Stephen Wreakes, chairman of the Edmonton Down's Syndrome Society.

"People with Down's Syndrome weren't looked upon as valued, contributing members of society."

Through public awareness campaigns, medical care, early intervention programs, community support and nurturing families, we now know better.

That message is at the heart of Down's Syndrome Awareness Week that began Nov. 1 and ends Saturday.

"People with Down's syndrome can learn and contribute to this world and they are not to be pushed aside," says Wreakes.

Down's syndrome is a genetic disorder resulting in an extra 21st chromosome causing delays and limitations in physical and

intellectual development.

The cause is unknown and about one in 700 children throughout the world are born with it.

"We've come a long ways," says Wreakes. "People with Down's syndrome are now in our schools and holding down jobs."

You can contact the Edmonton Down's Syndrome Society at 944-4224.

Seizi

**By BRENDAN B
Staff Writer**

Seizing job
tion is some
consider legis

That sugge
day's Edmo
meeting.

The commi
a letter urging
tion to take a
ment to the
Act.

The amend
province sei
prostitution-re



BUSINESS AND C

IT'S CHRISTMAS SHI

We offer a
between 4 and 7 could
to ensure your chil

WE OFFER YOU

- Guaranteed Deliv
- **FAST** Professional Service and Shipping
- **\$2.00 C** Shipment Over

COPIES
PRINTING
BINDING
Profession
Original C
Digital Black
All LOW

Handworks

Craft Sale

Saturday & Sunday

November 7th

10 a.m. to 5 p.m.

November 8th

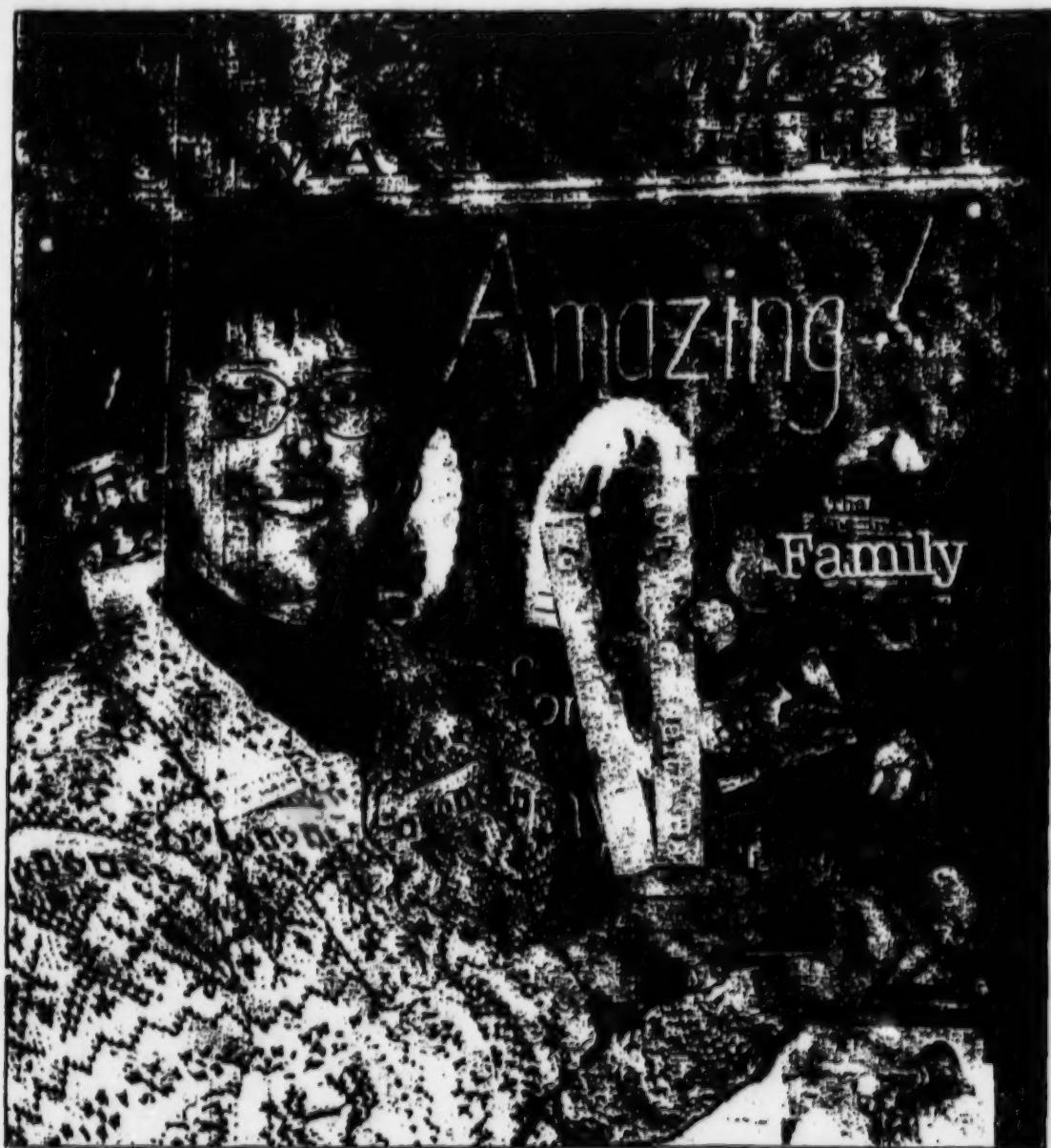
10 a.m. to 4 p.m.

at the

Old Jail
Gym

9930 - 101 Street.





YOU'RE AMAZING -- A new Alberta Health kit is available from the Health Unit at Hanna District Health Services. Public Health Nurse Donna Mae Walker says the kit is designed to get more people involved in their own health. "Alberta Health really wants people to start taking ownership of their health, rather than going to a doctor to make them well, after they get sick. It takes more than a medical prescription to keep you healthy. It's a life style." The kit comes with healthy recipes, financial advice, charts and suggestions to cultivate good early childhood experiences. "Reading, visits to the library, walks, and taking a few minutes to talk to your spouse and your children, are things that go a long way to enhancing emotional and physical growth," said Walker. Although the kit is aimed at parents between 18 and 30, age is not a big factor. "The 'You're Amazing' kit is for anyone who is parenting."

NATIONAL CHILD DAY

Baby Contest

Location: Keeewatinok Lakes Regional Health Authority
Slave Lake AB
Prepared by: Sandra Marini

SLAVE LAKE - The Baby Contest was held at the Sawridge Mall - November 20, 1998. Entry for the contest was either be pre-registration or in person that day. Emphasis was placed on "Healthy Pregnancy, Healthy Child Development". It was planned in conjunction with ADDAC and community businesses and organizations.

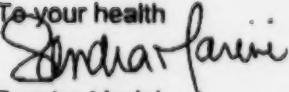
Each participant (MOM) brought baby onto the stage and was interviewed by MC Steve Jones from the local radio station (CKWA). Moms gave their best tip for "Growing a Healthy Baby", then as they left the stage, mom and baby were photographed using the Insta-matic Camera provided from Alberta Health's "You're Amazing" program. Also at this time, moms were given a gift bag and the "You're Amazing" family kit. Moms seemed appreciative of all the things, but were particularly pleased with the photographs.

Draws were held for a number of different categories (i.e., sportiest baby received a pair of skate, most intellectual baby received a gift certificate from book store). The community and local businesses were generous and supportive of the event and we had an excellent turnout of 59 babies.

Since seeing the "You're Amazing" kit at the event, a number of non participating moms have requested copies from Community Health Services.

Overall, the competition was popular and successful. ADDAC and Community Health Services are considering repeating the "contest" again next year.

We greatly appreciate the support and assistance of Alberta Health and the You're Amazing Initiative.

To your health

Sandra Marini
Service Leader, Community Health Promotion

You're amazing

A two-year health promotion initiative launched on June 5, 1997 by Alberta Health and sponsored by Alberta Credit Unions and Pfizer contains basic information for young parents about a range of factors that influence health and well-being for themselves, their families and communities.

The information touches on everything from children to finances and validates the important job of parents. Following is an excerpt of some information contained in the 'You're Amazing Fact Sheet'.

Childhood experiences, your friends, your job

There's a lot of things in our life that affect your health. Some of these things you can control, others like the genes you inherit from your parents, you can't.

Starting with small things you can do, you'd be surprised how much of a difference you can make to your own health and that of your family.

Often it's a simple as a walk in the park spending time together as a family, being active in your community and finding ways to compete with everyday stress at home and at work.

Enjoy time with your children

It's true. Some day your children will all be grown up and on their own. Treasure the time you have with them, listen to what they have to say, read stories together, spend time playing with. Making them feel safe, loved and important will help them grow up to be amazing adults.

Getting involved in your community

Nobody goes through life alone. Whether your a single parent or in a relationship, it's important to have the network of family and friends around you. Keeping in touch with friends and relatives can really pick up your spirits, and theirs. Feeling connected to your community is also good for your health. Considering volunteering. Being there to help others is often a great way to help ourselves.

Work it out

Work can be both a challenging and rewarding experience. The degree of satisfaction you get from working comes from who you work with and where you work. Understanding and controlling, as much as you can, the demands of the work place is important for a healthy work experience.

Eckville Echo

Circ.:

Wednesday, November 25, 1998

Page: 4

— 2 —

Cooler heads prevail

A little stress is actually good for you, but a lot can be unhealthy. Dealing with stress at home and at work is important to your health. It can be as easy as taking a deep breath, talking with friends, going for a walk around the block or sitting down with a good book.

Nobody can do everything alone. The same holds true for children. Take a few minutes to help their children deal with their frustration. It will help them learn important coping skills for the future.

Take time for yourself

As parents, taking times for yourself may seem impossible. It's important to your relationship to spend time together as a couple. Get a sitter for the kids, and go for a picnic, take in a show, just the two of you. If possible, let the kids spend the weekends with the grandparents. You can spend that time together going for walks, talking, enjoying each other's company.

The whole family wins!

Money matters. Take heart, you're not the only one who gets worked up about money. Taking charge of your financial affairs starts with a plan... A way to manage money you have. Financial institutions are a good source of help and offer a number of guides on budgeting and planning your finances. Get some tips from parents and friends. Best of all, a lot of it's free.

© UNLICENCED REPRODUCTION, SALE OR REPUBLICATION PROHIBITED		
© REPRODUCTION, VENTE ET REPUBLICATION INTERDITES SANS PERMIS		313
EXPRESSCLIP INSTAPRESSE	Red Deer Advocate	A/C: 3473X
	DATE: Nov. 22, 1998	PAGE: B1

HOME FRONT

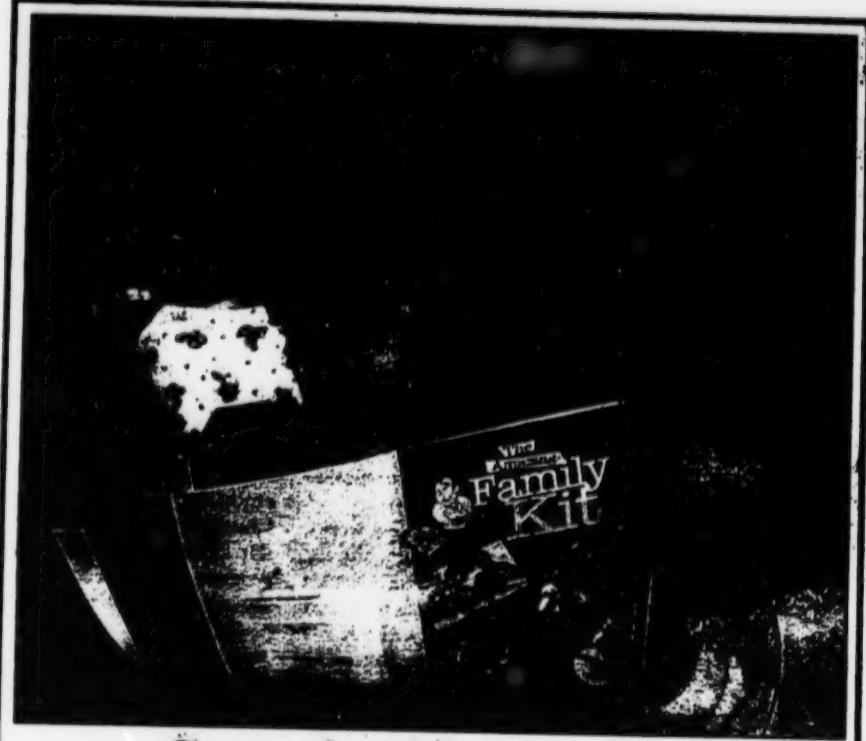


Donna Thompson: free kits

Kits for parents

Young parents looking for tips on taking care of their little ones should consider picking up an Amazing Family Kit. About 4,000 of the free activity kits are available at community health centres in the David Thompson Health Region, said Donna Thompson, assistant director of health promotion and education. The kits contain information tip sheets, a cookbook, fridge magnet, growth chart, activity book, stickers and other

useful items. "The purpose of the kit is to provide information, ideas and activities on wellness for young parents," Thompson said. "It's coming from Alberta Health, and it's part of a campaign targeting young parents for health promotion." The kits touch on everything from budgeting home finances, balancing work and home responsibilities, to health tips and ways to cope with problems. The kits are sponsored in part by Pfizer Canada and Alberta's credit unions. Call 341-2103.



Some healthy reading

Levi Hilton, nine months, and his mom Carrie look over the new family activity and nutrition kit from the Crossroads health unit. The kit was unveiled at the Wetaskiwin Credit Union Dec. 4 and is available at all health units in the region.

Photo by Anthony Kovats

Crossroads Wetaskiwin Times - Advertiser

Dec. 7, 1998



You're Amazing

*The Credit Union
and*

Crossroads Regional Health Authority
*invite you to attend the public launch of the
You're Amazing Family Kit*

Friday, December 4, 2:00 pm
Wetaskiwin Credit Union

Friday, December 11, 2:00 pm
Drayton Valley Credit Union

*Staff from the Crossroads Health Unit
will be on hand to distribute the kit
and answer your questions*



*"Pick Up Your Free Kit and Watch
Health Happen!"*

This exciting family resource kit
is packed full of interactive
activities and games, tips,
information and ideas to help
young Alberta families
recognize the healthy things
they're already doing, and find
simple, new ways to do
amazing things for their health.



Did you know.

...that when you spend time with your
child, you make health happen?

There are other things such as finances,
work, social support and coping skills that
also influence health.

This Amazing Family Kit has lots of tools
and ideas to help you make health
happen for you and your child in all of
these areas.

It is part of the You're Amazing
Campaign to enhance health of parents
aged 16 to 30 and their children 12 and
under.

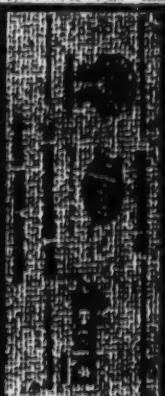
What's Inside?

Check out the growth chart, Ideas book
and cookbook. They all have activities
you can do with your child.

Besides having fun together, the time you
spend with your child contributes to their
early childhood experiences. This in turn
will influence their health as adults.

The kit also has a budget planner that
can help you better manage your
finances and reference sheets about
coping skills, social support and work.

Once you have had a chance to use the
kit, please mail in the enclosed
evaluation.



CRHA and Credit Union band

BY ANTHONY KOVATE,
STAFF WRITER

Wetaskiwin and Drayton Valley Credit Unions are partnering with the regional health authority to provide free family health kits.

The Crossroads Regional Health Authority launched its You're Amazing campaign Dec. 4 aimed at young families.

It contains tips and ideas to make health a fun activity for families to participate in.

The CRHA and Credit

Union campaign is part of a province-wide enterprise to promote healthy living and to educate people about making healthy choices.

Aimed at whole family

"This is really aimed at the whole family," said Credit Union manager Tom Lloyd.

Each family kit contains a growth chart for parents to learn about the wide range of normal childhood stages of development and The Amazing Book of Good for Nothing Ideas which high-

lights free things families can do together.

There's also a cookbook that not only provides nutritional information, but encourages parents to get the kids involved in helping to plan and prepare meals.

The campaign is designed to encourage positive behavioral changes and attitude shifts. A reference sheet offers tips for parents on calmness, coping with issues as well as child care know-how.

Health promotions director

together for family health

Barb Olsen said the tools in the family kit are user-friendly and are designed to be easy for parents to incorporate into their daily routines.

She said the two-year program helps promote well-being among the province's 18 to 30 parenting population and encourages them to build a healthier lifestyle for themselves and their children.

Lloyd said the kits will be indiscriminately handed out to parents falling into that category with the intent they will also

consult health officials on using the kit.

The kits are available at the health clinic on the Automile.

Edson Leader
Circ.:
Monday, January 4, 1999
Page: 3

You're Amazing last chance

BY ED MOORE
 LEADER STAFF

It's a calendar which not only looks good, it's good for your physical and mental health.

The second and final edition of the You're Amazing Program calendar is out.

Final, because this is the last year of the Alberta Health sponsored program targeted to young families in the 18 to 30-year range.

The calendar, which was distributed through kindergarten programs, is also available at the Edson and Hinton Health Units. It contains an assortment of health tips, observations, craft ideas, family-oriented jokes and recipes from the You're Amazing family kit.

Information in the cal-

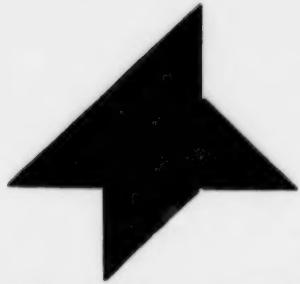
endar was a collaborative effort of the stakeholders — family members of the targeted age group, not from professionals, said Alberta Health spokesperson Sandy Huculak.

"It wasn't just a group of people at the table who came up with the ideas," stressed Huculak.

"You're Amazing is based on the accumulating evidence that there are many factors beyond health care that make and keep people healthy," said Dennis Ostercamp, senior team leader, Populations Health Strategy Branch.

The two-year, \$1.5 million provincial initiative, which stresses wellness as a way to keep healthy, reinforces the concept of non-traditional health determinants, encouraging young family members to identify the healthy things they do right now and to find simple, new ways to make health happen for themselves and their families.

The You're Amazing initiative is supported by a combination of public and private sponsors including Alberta's Regional Health Authorities, Pfizer Canada and Alberta's Credit Unions.



THE TRUSTEE VOICE

The Newsletter of the Alberta Library Trustees Association

Issue Number 7
ISSN 1206-2553

November 1998

President's Message

Mary Totman

NOV 16 1998

2000 1000 1000 1000
1000 1000 1000 1000

I've been to many functions in the last few weeks, focusing on the different issues we all face as public library trustees. These include: the tenth anniversary celebrations for the Shortgrass Library System in Medicine Hat; the Edmonton launch of the Alberta Public Library Electronic Network (APLEN), also attended by the Hon. Anne McLellan and the Hon. David Hancock; the Net-speed Conference in Calgary; representing ALTA at a meeting of the Advisory Committee for the "You're Amazing" program spearheaded by Alberta Health, (a program aimed at reaching parents aged 18 - 30 with economical and stimulating ideas for a healthy family life); attending a meeting of the Advocacy Work Group of The Alberta Library (TAL); representing ALTA at the Trustee Orientation Workshop held in Vegreville where I was reminded by Iris English and Patricia McNamee of many specifics relating to trusteeship; lunch with the Hon. Shirley McClellan along with another member of ALTA's Board, Maureen Wilcox, and two representatives from the Library Association of Alberta, President Barbara Bulat and second Vice-president Judy Moore.

What did I take away from all this



activity? Well, technology is exciting, it's here, and it's powerful. We are fortunate in Alberta to have such excellent support from the provincial and federal governments to move ahead with APLN. At Netspeed we were alerted to the fact that we would increasingly be held accountable for the use of all this money. Don't use all that power just to put your budget on a spreadsheet! Learn what it can do for you and your community. Trustees sometimes feel intimidated by technological change, but remember that we can ask questions of our staff, support them when we are convinced of what the library needs, and then advocate for the funding for the program. We need to be especially aware of sustainability issues in this area.

I continue to be invigorated by

the commitment and enthusiasm of library trustees, whether it is at a celebration or at a workshop. We need to know about each other's successes and failures - let your ALTA Board representative know about them all, so that others may benefit. Our advocacy efforts - and library trustees are particularly articulate - must be maintained as we work with all levels of government to promote public libraries. My involvement with Alberta Health reminded me how varied are the ways libraries can reach out to their communities.

At our ALTA Board meeting we discussed changes to policies and bylaws; effects on our members of the move to the use of 1997 population figures; revisions to the Trustee handbook; planning future orientation (and other) workshops; a nearly-there Web page; ALC '99 budget and revised procedures; and the preparation of a brief to CRTC regarding the effect of deregulation of telephone rates, especially in high cost remote areas; all of this in eleven hours of concentrated activity.

So many issues, so little time. That is part of the public trust which we all share.

Day Care MATTERS

A bulletin for parents, day care operators and day care staff

The Amazing Family Kit



The Amazing Family Kit is part of a two-year "You're Amazing" health promotion initiative spearheaded by Alberta Health. Designed for young parents between ages 18 to 30 and their children, this program recognizes the many responsibilities young parents must juggle, and reminds them of the great job they are already doing!

Packed with tips, information, a cookbook, growth chart, interactive activities, games and ideas, the Kit is intended to increase awareness of the factors that influence a family's health, as well as provide simple steps families can take to improve it.

Over 60,000 Amazing Family Kits will be delivered through the public health offices of Alberta's Regional Health Authorities. The Kit was developed around five broad health determinants:

- **Childhood experiences:** children who feel loved and important grow up to be healthy adults.
- **Coping skills:** people who feel in control of their lives report better health.
- **Income:** managing money is part of being healthy.
- **Social support:** people with more social contacts are healthier and live longer.
- **Work:** accomplishments at work, the people you work with, and taking control where you can all contribute to health..

For more information on the "You're Amazing" program, call 310-0000 and then dial 422-1511, or call the public health office of your Regional Health Authority.



Questions? Call us.

If you have questions about the care of your child at your day care centre or day home, we recommend you talk to your operator or Director. If you are still concerned, contact the **Regional Day Care Services office** in your area:

Grande Prairie	538-5148
St. Paul	645-6228
Edmonton	427-0444
Red Deer	340-5338
Calgary	297-6100
Lethbridge	382-4275
Medicine Hat	529-3174

If your call is long distance, you can be connected toll-free by calling 310-0000 and asking for one of the above telephone numbers.

YOU're amazing - really!

Dairy Nutrition Council of Alberta

Can you name five simple things to improve your health and the health of your family? Have you thought of easy things like spending time together as a family, reading, hugging and playing with your children? Finding time for yourself and also getting involved with your community are important.

Those are just a few of the many messages that the YOU're Amazing program is getting out to young Alberta parents. You make health happen and the YOU're Amazing program helps young parents achieve it.

The key message behind Alberta's provincial health promotion program is "You make health happen". It was launched by Health Minister Halvar Jonson in June 1997.

This two year program aims to encourage young Alberta parents to identify the healthy things they are doing now and to find simple, new ways to improve their health and the health of their families.

YOU're Amazing is a project of Alberta Health, in partnership with Alberta's Regional Health Authorities, and sponsored in part by Alberta's Credit Unions and Pfizer Canada.

Since the program began, you may have seen the YOU're Amazing messages in calendars, newspaper articles, radio segments and interactive displays in communities around Alberta.

Watch for the newest resource, the Amazing Family Kit. This exciting family kit is packed full of interactive activities and games, tips, information and ideas to encourage young Alberta families to take action in many areas of health. Copies of the kit are available to Alberta young parents aged 18 - 30 years by calling the public health office of your local Regional Health Authority.

So take charge at home and work . . . You can make health happen by doing simple things!

circulation, on
= 2,665
people
weekly



The Headline:

Much debate on private hospitals and Bill 37 is expected in the coming weeks.

The Team: Herb Schlotter, Legal and Legislative Services; Joan Neatby, Legal and Legislative Services; Robyn Blackadar, Policy and Planning; Garth Norris, Communications; and Robert Storrier, Communications.

The Facts:

- Bill 37, the *Health Statutes Amendment Act*, will be debated during the fall sitting of the Alberta Legislature, which began on Monday, November 16, 1998.
- A new amendment to the bill has been introduced which totally prohibits any private treatment facility in Alberta from providing insured surgical services that are provided in public hospitals to any Canadian insured under a provincial health plan.
- Bill 37 gives the government the legislated authority to prohibit, restrict or control private treatment facilities seeking to provide uninsured surgical services (such as cosmetic surgery) or services to uninsured persons (such as non-Canadians or Workers' Compensation Board clients) outside of the public health system.
- Currently, there is no regulating process in place to control the operation of private treatment facilities if a facility has received accreditation from the College of Physicians and Surgeons of Alberta.
- Under Bill 37, a private treatment facility seeking to provide uninsured services or services to uninsured persons would require both accreditation from the College of Physicians and Surgeons of Alberta, and formal approval from the Minister of Health.
- Any decision from the Minister could only come after a comprehensive review of the facility's proposal, including an assessment of the impact on the public health system. If the College provides accreditation for a private treatment facility, the Minister has the authority to prohibit, restrict or control the activities of the facility. If the College says no to an application, the process ends right there.

The Goal: To give the Government of Alberta the authority to take action to protect and preserve the public health system from the potential negative impacts of private treatment facilities.

Next Steps: Further debate on Bill 37 is deferred until the spring 1999 legislature session. In the meantime, a 'blue ribbon' panel will be established to provide an independent review of Bill 37.

He's Amazing!



Population Health Strategies' team leader, Denis Ostercamp promoted the "You're Amazing" health promotion kit on ITV First News, November 4th.



The AMAZING Family Kit was launched by the Minister on October 22nd in Calgary.

Sixty thousand copies are being distributed to Alberta parents in the target group (18 to 30 years old), primarily through all regional health authorities. This interactive kit will reinforce the program messages about all the ways families can make health happen in their own lives, providing relevant tools for both parents and children. Response to date to the kit has been very positive.

Top 10

Top Ten Things To Do While Waiting For The Elevator:

1. Two words: Rubix Cube.
2. Next year's budget.
3. Take the stairs.
4. Use the washroom - three or four times.
5. Conceive, plan, develop, implement and evaluate your next initiative.
6. Say hello to someone you don't know.
7. Complain to somebody about the elevators.
8. Did you hear the one about the lady who went into labor on the elevator? When she was asked why she was at work in such an advanced state of pregnancy, she replied, 'I wasn't pregnant when I left the office.'
9. Watch the seasons change.
10. Write the great Canadian novel.

And since the elevator has taken so long, we have come up with more than ten things to do:

11. Read *War and Peace*.
12. Make up some good reasons why you were late for the meeting, such as 'I was waiting for the elevator.'
13. Relax. Have coffee. Read the paper.
14. Achieve spiritual enlightenment.
15. Rewrite the constitution and have Quebec agree to the proposed changes. Okay, so it may take longer than that.
16. All of the above.

RESOURCES

"You're Amazing" is an Alberta Health project, in partnership with Alberta's Health Authorities, and sponsored in part by Alberta's Credit Unions and Pfizer Canada. The *Amazing Family Kit*, to be launched in October,

is interactive activities and games, tips, information and ideas to help young Alberta families recognize the healthy things they're already doing and find simple, new ways to do amazing things for their health. Also based on last year's success, a 1999 *You're Amazing* family calendar is currently under development.

For more information or to be put on the family kit or calendar mailing list, contact the Nobody's Perfect provincial coordinator (address and contact numbers on page one).

PARENT & CHILD

The following two videos are part of a *Parent and Child* series produced by Sunburst Videos. Adele Faber and Elaine Mazlish, authors of *How to Talk So Kids Will Listen and Listen So Kids Will Talk*, discuss parenting issues. Each video comes with a resource binder with a guide for using the video, bibliography, a script of the video and handouts you can copy for parents and children. These videos are 40-minutes long and can be used with Nobody's Perfect parent groups and other parenting programs.

Good Discipline / Good Kids

Helps parents understand the basic element of healthy discipline: respectful communications. It shows parents how to get past daily power struggles, how to engage cooperation, effectively set rules, expectations and limits, problem-solve and use effective alternatives to punishment.



You Make Health Happen

Keeping Peace At Home

Presents a variety of conflict management and problem-solving skills to help families promote respect, cooperation and successful communication. By learning practical skills, parents can ease tensions, prevent family fights and peacefully resolve conflicts that do occur—conflict management skills that can benefit the whole family.

Videos can be ordered by calling 1 (800) 431-1934. Cost is \$79.95 plus 10 per cent shipping and handling.

A Simple Gift

A Canadian video on the importance of the infant's attachment in the first year of life. Well-researched information in easy-to-understand language with examples of when and how to respond to an infant's distress to promote a baby's trust and confidence to explore the world. Recommended for use in many settings, including prenatal and parenting groups, home visits, drop-ins, infant development and early intervention programs. Cost varies from \$20 to \$40, plus shipping, depending on client category and number of copies ordered.

For more information contact:

The Infant Mental Health Promotion Project
Dept. of Psychiatry, Hospital for Sick Children
555 University Avenue
Toronto, ON M5G 1X8
Tel: (416) 813-6062 Fax: (416) 813-5326

Living and Working With Children: Selected Resource Sheets:

This bilingual collection includes 25 of the Canadian Association of Family Resource Program's most requested resource sheets on topics such as coping with separation and divorce, morning routines, children and anger and how to discipline without spanking. Presented in a handy folder, they may be freely photocopied and distributed as handouts. Cost \$18 includes GST and Shipping and Handling

To order, contact FRP Canada at:
30 Rosemount Avenue, Suite 101
Ottawa, ON K1Y 1P4
Tel: (613) 728-3307 Fax: (613) 729-5421

(PKh)
? duplicate

Family health promoted across the province

Walking in the moonlight together. Talking with friends and neighbours. Having fun at work. Having a family-praise time. Helping children save money toward small goals.

Those were just some of the many ideas collected from Albertans this past summer during the You're Amazing summer tour. For the second year in a row, Alberta Health and Alberta Community Development's Be Fit For Life Network have teamed up to deliver the message of health to Albertans. Nearly 19,000 people participated in the summer tour as it made some 182 visits to sites across the province. Over 1,800 suggestions were collected from Albertans on "things they do to make health happen."

Targeting parents between the ages of 18 and 30, You're Amazing is one of the first widespread health promotion initiatives in Alberta to

focus on wellness. Alberta Health, together with the many public and private sector sponsors and partners, are encouraging these young parents to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families.

While you may not be aware of it, there are a lot of things you do already that make health happen. It could be taking a walk in the park, spending time together as a family, connecting with your community, watching a sunset, balancing your chequebook, and coping with life's little curve balls.

"Many families felt 'uplifted' to realize how many things they

already do to promote wellness," says Margaret McMullan, Be Fit For Life Coordinator, Vermilion.

This fall, 60,000 Amazing Family Kits are being produced and will be

A Lethbridge group is working to get a display of the area's colourful railway history on track by January.

The project gained steam last spring with the formation of the Crowsnest Railway Route Centennial Committee, Lethbridge Group. The committee's goal is to create a display that spans the 1930-1960 era, which would complement a travelling display scheduled to appear in Lethbridge in January 1999.

"Our railway heritage is a fascinating story that needs a place in history," aspiring railway historian Bill Stewart told *The Lethbridge Herald*.

On one occasion, a locomotive lurched through the brick wall of the Lethbridge Roundhouse when someone didn't release the steam. Other memories of the era include the trains returning with war veterans after World War II, and the fabulous meals in the dining car. Says David Rossiter, who worked as chief clerk for the CPR's customer service centre in Lethbridge: "We'd like to see some of the stories remembered because the railroad played a very important part in the history of Lethbridge over the years."

Lethbridge ties together railway memories



made available, free of charge, to young Alberta families. Packed with tips, information, a cookbook, growth chart, interactive activities, games and ideas, the Amazing Family Kit is designed to help increase awareness of the variety of factors that influence a family's health and some of the simple steps that they can take to improve it.

For more information on the You're Amazing program, contact your Regional Health Authority, or call 310-0000 toll-free then dial 422-1511.

New CEO appointed for AADAC

Patricia Meade has been appointed chief executive of the Alberta Alcohol and Drug Abuse Commission.

Summer arts camps expand

Arts Camps '98 offered in 13 Alberta communities last summer have garnered rave reviews.

Under the program, called Alberta Future Leaders, youth workers are provided to selected communities to coordinate summer recreation activities.



**REPORT OF RESPONSES TO
AMAZING FAMILY KIT EVALUATION FORMS**

REPORT OF RESPONSES TO 'AMAZING FAMILY KIT' EVALUATION FORMS

June 1999

A. INTRODUCTION AND BACKGROUND:

- This Kit was produced and distributed to young Alberta families in November 1998 as the showcase element of the *You're Amazing* program (65,000 copies). Distribution was primarily through public health offices of Regional Health Authorities (RHAs), with help from other *You're Amazing* partners.
- A second printing was distributed in March/99 (13,500 copies), but evaluation forms were not included with these because of the imminent end to program implementation (March 31/99).
- Messages intended to reach young parents through the Kit (and the program) included awareness of broad factors affecting health, and awareness that people can and do take responsibility for much of their own health. Specifically it was intended that young parents be aware that health is influenced by childhood experiences; social support from family, friends and community; income and finances; work and working conditions; and skills to cope with everyday challenges.
- The evaluation form included in the initial Kit, invited recipients to send us their comments and opinions on a number of aspects (how they liked it, how they got it, packaging, favourite and least favourite Kit items, main messages, missing information/ resources, and any other comments they wished to add).
- The form also asked for their gender, age group, age(s) of children and place of residence. As incentive to return the form, a draw for prizes was offered (5 Polaroid Instant Encouragement Kits) for forms returned by March 12th, 1999.
- Information from all forms received was entered into a database and collated in chart format. Results with illustrative sample excerpts are reported here.

B. RESPONDENTS:

- 434 forms were received in total (by June 1, 1999)
- 263 respondents (60%) were in the primary target group (parents 18-30 years old)
- 126 respondents were parents 31-40 years old; 19 were over 40 years old and 4 did not give their age
- 417 respondents (96%) were mothers; 6 were fathers; 6 were mothers and fathers together and 4 did not give any information on gender/parenthood.

C. RESULTS:

1. OVERALL OPINION (scaled: 1= "I liked it a lot"; 5 = "I really didn't like it")

Who liked it "a lot" ?

- 78% of all respondents rated the Kit very highly (#1)
- 84% of target parent respondents rated the Kit very highly
- 80% of parents in their 30's and 68% of parents over 40 rated the Kit very highly

Who liked it ?

- 14% of all respondents gave the Kit a high rating (#2)
- 15% of the target parents rated the Kit a "2"
- Combined, 92% of all respondents and 99% of target parents either "liked" the kit or "liked it a lot"

Who didn't like it ?

- 5 respondents (1%) were neutral about the Kit (#3); 1 of these was a target parent, 2 were 31-40 years old and 2 were over 40
- 4 respondents didn't like the Kit (#4); 2 of these were target parents, 1 was 31-40 and 1 was over 40
- 2 respondents (one 31-40 years old, and one who gave no age) "really didn't like it" (#5)
- None of the youngest (18-24 year old) parents rated the Kit less than a "2"

Please refer to the last section (#8) for positive and negative overall comments.

2. WHERE DID THEY FIND OUT ABOUT AND GET THE KIT?

Public Health/RHAs:

- 54% of all respondents found out about the Kit through public health units/public health nurses or RHAs
- An additional number were referred to the RHA, making total of 60% who actually got the Kit from these sources
- A slightly higher proportion (61%) of target parents found out about the Kit through their RHA, and 69% got the Kit there.

Daycare Centres/Family Day Homes/Preschools/Playschools:

- 14% of respondents heard about or got their Kits from these sources; the proportion was about the same for target group parents (15%) and others

Other sources:

- Many other sources were mentioned , including :
family and friends

community programs and agencies (Nobody's Perfect, Family Resource Centre, new parents programs, Boys and Girls Club, Brownies/Sparks, church parent's group)
doctor's office
TV
Credit Union
libraries
speech therapist
school /school counsellor
newspaper
work

- Comments also suggest places parents would LIKE to see the Kit , including:
women's shelters
doctors' offices
day cares
preschools
hospitals (for new parents)
welcome wagon
schools

3. PACKAGING (appearance, format, colours, design, size, amount of information, etc)

Who likes it? Who doesn't?

- 94 % of all respondents liked the way the Kit was put together
- 99.6% of target group parents liked the packaging
- 1 target group parent and 2 others indicated that they did not like the packaging

What did they like about it?

[Note: These refer to additional written comments. Therefore, #s do not include those who may have liked a particular aspect but did not add a specific comment . Also, each respondent may have made several comments, so totals here may add to more than 100%.]

- 26% of respondents (31% of target parents) commented on the Kit's bright colours, and attractive, fun, eye-catching appearance
- 30% of all respondents (36% of target parents) commented on the Kit being well-organized, convenient, easy to store, neat, compact and durable
- 15% of respondents (18% of target parents) commented on the amount of information and the up-to-date content
- 10% of all respondents (11% of target parents) commented on the format/information being easy-to-read, easy to find and follow
- 5% of respondents (and 5% of target parents) commented on design, graphics and layout

- Some typical positive comments on packaging from the majority:

"Very user-friendly and not intimidating"
 "Bright and catches my eye and my attention – and my kids!"
 "Very convenient. Keeps everything together"
 "Easy to handle and easy to access as a resource"
 "Looks very interesting and fun"
 "Handy for future reference"
 "It's pleasing to the eye – it's fun and not overwhelming"
 "Not too much information crammed on each page"
 "Simple and to the point- I like that. Busy parents don't have a lot of time to read"
 "I like the separate parts – I can put them where I need them"
 "I can read a few things and come back later"
 "Printed on nice enough paper to keep as a reference"
 "Neatly put together – papers don't fall out"
 "It's a positive package that was enjoyable to browse"
 "Bright, refreshing and packed with good ideas!"
 "Very happy colours"
 "Booklets are bright and cheerful – will keep them forever!"

What did they not like about packaging?

- 3 respondents commented that the Kit was "too expensive and glossy"
- 3 comments related to papers falling out of the right side (flaps) and suggested it be stapled or glued like the left side.
- Other suggestions for improvement included
 - "Could you make the magnet more obvious?"
 - "Include a separate small package that little kids can handle"
 - "Write Family Kit on the spine"
 - "Don't put writing on the back sides of pages"
 - "Laminate the Growth Chart"
 - "Should be three-hole punched"

4. FAVOURITE PARTS OF THE KIT

[Note – respondents listed more than one item so %s add to more than 100%]

- Each item inside the Kit was mentioned more than once as a favourite by both target and older parents
- The **Cookbook** was the clear favourite for most target parents (68%)
- The **Good (for Nothing) Ideas** book was a close second with the target group (63%)
- These 2 items tied as favourite for older recipients (67% each)
- **Coupons and Stickers** were the next favourites, mentioned by 22% and 27% of target parents, and by somewhat more older parents (35% and 33%)

- **Budget Planning, Growth Chart and Lessen the Stresses (Resource Sheet)** were mentioned as favourites by 12 – 16% of target parents and by 10-13 % of older parents
- **Other Resource Sheets (Everyday Safety Tips; Balancing Work and Home; Leaving Your Child in the Care of Others; Building an Amazing Support Network)** were mentioned by 8-10% of target parents, and by about 10% of older parents
- About 7% of target parents mentioned the reference sheet on **Where to Go for More** as a favourite, and here older parents differed more clearly, about 18% of older parents mentioning this as a favourite.
- **Where to Go for More in Your Area** (added to the Kit by some regions only) was mentioned by 6-7% of both target and older parents
- 6% of target parents and 9% of older parents mentioned the **Magnet** as a favourite
- Comments added by several parents indicated that the **You're Amazing** theme and the fact that the Kit was **free** were favourite aspects for some.
- Some of the comments about other information needed (see section 6. below) reinforced these favourites:

"More Good (for Nothing) Ideas"
"Expand the Amazing Ideas book"
"More of Where to go for More locally"
"More tips on saving money would be nice"
"More on family activities. More Coupons"
"More on inexpensive activities to do with children"
"More crafts"
"More on money management"
"More Cookbook recipes"
"Would like to see more recipes, crafts and stickers"

- Some of the other comments on specific items in the Kit:

"I like having new food and craft ideas"
"Working from a strength-based model and entitling the package 'You're Amazing' is very engaging and appealing because we need validation that we're doing something in this world."
"Stickers are a great reward"
"It was very helpful – I might save some money!"
"Liked the Cookbook and Ideas book – both are short and ingredients accessible"
"Loved the little 'It's a Fact' comments"
"The Good (for Nothing) book reminded me that it's the simple things that create memories."
"The magnet with the logo gives me a boost whenever I look up at it – just what I need some days!"

[Note: for each of these first four questions, very few chose not to answer (1,0,1 and 8 respectively).]

5. LEAST FAVOURITE PARTS

- A majority of responders gave no response to this question, or said they had no "least favourite" parts (85% of target parents and 82% of older parents)
- In general, kit items were mentioned here in reverse order to 'favourites', confirming the information above.
- Good (for Nothing) Ideas book and Magnets were not mentioned as least favourite by any target parents. One target parent mentioned the Cookbook, 9 mentioned the Growth Chart (a few specified that this was because they already had one), 2-5 mentioned the Stickers, Coupons, Budget Planner, and the Resource and Reference Sheets.
- Similarly, no older parents mentioned either the Ideas book or the Magnet as least favourite. For parents between 30 and 40 years of age, the pattern of response was very similar to target parents, except that the resource sheet on Safety was least favourite for 9 of these parents. Among parents over 40 years old, there was almost no mention of resource sheets as least favourite, and they were more likely to mention the Budget Planner and the Cookbook as least favourite.
- A few respondents made specific comments about least favourite parts:

"The section on Child Care was unrealistic"

"Day Care sheet – parents should look after their own children"

"Stress sheet – 'see your way clear' advice is not effective"

"Where to Go for More – the Richard Ferber book – I disagree with his methods"

"We got sick of hearing everything was 'amazing'"

"Balancing Work and Home not relevant for stay-at-home moms"

6. OTHER INFORMATION AND RESOURCES NEEDED

- 200 respondents (46%) did not answer this question, or indicated that for them everything they wanted was there.
- Among those most commonly mentioned was additional **information and ideas about things to do with children (> 40)**. This included individual activities, but even more frequently mentioned was information about local community events and activities. Suggestions that reflect this include:
 - "cheap holidays and places to go"*
 - "child-related events"*
 - "local resources"*
 - "family-oriented local functions"*
 - "local churches"*
 - "more community resource numbers"*
 - "Alberta free things to do"*
 - "more on community sports"*

"more "Where to Go in your Area'"
"inexpensive activities with kids"
"free activities"
"local community activities"
"where to go for inexpensive family fun"
"a map with all the local child-friendly places"
"more crafts"
"things to make with kids"
"more Good (for Nothing) Ideas"
"coloring contest"
"kid's stories"
"bedtime stories"

- Additional sources and information, especially related to parenting were frequently requested (~ 25) as well as information on child development for specific age groups (~36):

"more internet sites"
"crisis numbers"
"information on parenting programs"
"more on daycare placement"
"more on discipline with love"
"more on bonding/caring for kids"
"more on child-rearing"
"parenting tips"
"local numbers and resources"
"mailing list for publications"
"more on dads and kids"
"behavioural issues"
"how to talk to kids about drugs and sex"
"streetproofing"
"helping with homework"

Some of these related to specific circumstances:

"information for single moms"
"support for stay-at-home moms"
"tips for student moms"
"information on split families"
"information on adopted children"
"special packages for handicapped kids"
"information on kids who can't speak"

- Related to this was information specifically about childhood illnesses and children's health (>10):

"immunization guide"
"information about vaccines"
"how to choose a doctor for a child"

*"information chart for kids on how the body works"
"common childhood illnesses"
"A booklet on kids' health issues would be good"
"kid-level information on health, keeping healthy, etc"
"medical information"
"information on fever"
"dental checkups"*

- Information on **safety and first aid** was also requested frequently (~37)
*"mention choking hazards more"
"poison control information"
"more on outdoor/playground safety"
"a who to call, what to do first aid book"*
- Information on mental health issues and **stress** was requested (~20)
*"anger management"
"how to cope when kids won't behave"
"postpartum blues"
"personal stress management"
"anger and tantrums"*
- **Food and nutrition** was another popular topic (~20):
*"more recipes"
"kids' food habits"
"toddler sized portions"
"a fridge food guide for kids"
"cookbook just for kids"
"full-size cookbook"
"pictures for every recipe"
"calorie count of all recipes"
"nutritional breakdown for all recipes"
"vitamins and minerals"
"Canada's Food Guide"
"more non-spicy recipes"*
- **Money saving and money management** was another topic where respondents wanted more (~10):
*"product coupons"
"more on recycling kids clothes etc"
"more free gadgets"
"more on money management"
"more on living within your means"
"tips on saving money"
"more on low-budget shopping and meal planning"
"ideas on how to save on everyday living"*

- Information on **family relationships** was requested (~5):
“more on relationships/marriage”
“more on family groups”
“information on abstinence until marriage”

- Other **specific resources/materials** suggested include:
“calendar stickers”
“scheduler” / “family planner”
“T shirts to promote/advertise the program”
“window stickers”
“door knob hangers”
“bookmarks”
“more on literacy programs and resources”
“education for stay-at-home moms”

- Many parents commented that **more kits** were needed (~20)

“All school kids should get a kit”
“Is this a one-time thing? New information should be put in new kits.”
“Great Kit! Every family should have one in their home!”
“This package has been so helpful to our family – I hope there will be more in the future”
“This was great! I’d like another package for my neighbor.... Thanks! Thanks!”
“Just wondering if this kit is available yearly.. or is it just a one-time thing?”
“Great job! Keep up the good work! Hopefully there will be more like it in the future”
“I thoroughly enjoyed this package. I wish I had another to send to my sister in B.C.”
“I would like to see them update this kit, maybe every six months... ”
“This Kit is a great idea – I hope it will expand so that every year a person can receive a new kit..”
“A great addition to anyone’s family – widen access to the kit!”
“Teen moms should have this.”

7. MAIN MESSAGES RECEIVED FROM THE KIT

- 31 respondents (7%) chose not to answer this question (about the same proportion for target parents and older)
- The most frequent response from target parents (46%) and from all respondents (45%) related to **childhood experiences**
 - "Spending quality time with children affects their health"*
 - "Loved kids are healthy kids"*
 - "Children need our attention through creative stimulation"*
 - "Would be a nicer world if people cared more about their kids"*
- Next most frequently mentioned (by 31% of target parents and 26% of all respondents) were messages relating to **social support**
 - "Plan more things together. Be supportive of each other"*
 - "Spending time with one another in a positive manner"*
 - "A healthy well-balanced family = a healthy community"*
 - "Grow together and learn"*
 - "A community is a vital entity that cares about its residents"*
 - "Take time for each other – slow down this hectic world"*
- About two-thirds of target parents mentioning a social support message (and about ½ of social support messages overall) related to **family** as an aspect of social support
 - "Our family is awesome and we can make it better"*
 - "Become more family-oriented with simple ideas"*
 - "Family time and health is important"*
 - "Empowerment to be a healthy, happy, active family"*
 - "Whoever thought of this thinks families matter – nice to see!"*
 - "Encouraging – shows our province is trying to take care of families"*
 - "Great to see a focus put on family time"*
 - "Families are important – all different , equally valuable"*
 - "Two thumbs up – always remember that family is amazing"*
 - "Being a healthy, well-rounded family is important"*
 - "Family time is special and fun"*
- Messages related to **coping skills** were reported by 10% of target parents (11% of all respondents); messages related to **income/finances** and **work** were reported less frequently, though higher for target parents (~5% each) than for older parents (1 person each out of a total of 145 respondents over 30).
- About 20 target parents (8%) reported messages reflecting 'balance' or the breadth of **factors affecting health**; 5 older parents (4%) reflected this type of message:
 - "Being healthy is more than just not having a cold – it's taking care of all areas....social, mental, etc"*

"How to be fit for life – health affects every aspect of our lives"
"Health is a lot more than bodily health"
"Planning work, time and money makes a healthier family"
"Importance of family, work, play, exercise, relationships"
"Health is a whole lifestyle issue – relationships etc"
"Healthy lifestyle includes budgets, food, fun and work"
"Health is not just eating, sleeping properly, not getting sick"

- Some target parents (~5) and one older parent reflected a message that included taking **responsibility** for health :
"Looking after myself reinforces helping my family"
"You can help out your future health status by things you do now"
"Health is in our hands"
- Some parents (12) reflected a message related to the positive approach and feeling **supported**. Surprisingly, these were almost all from older parents:
"The tone is positive, not preachy. Well done!"
"The emphasis on healthy things being done now is great"
"I found this package helpful – confirms your thoughts"
"We're amazing – we can do anything if we put our minds to it"
"Sometimes we, as parents with jobs, stress etc, need some kind of reminder to appreciate our children and get some creative pleasure"
"Fabulous resource, very positive, uplifting.."
"There is someone – someplace where we can get support"
"They make me feel like I can handle my divorce, and school, and still be a good mom"

8. GENERAL COMMENTS

- A few respondents' (3) comments indicated disagreement with the concept of the kit. All of these expressed the opinion that this was poor use of tax dollars, indicating that instead the money should go toward "social programs", "public education (decreased classroom size)" or "real health issues". None of these respondents appeared to be in the target audience; two were over 30 and one did not give their age.
- The overwhelming majority of comments expressed the opinion that the kit was useful, informative and supportive. Many used this space to say 'Thanks!' to sponsors, partners, planners and producers of the kit.

"Promoting wellness is a very wise use of health funds. The kit is very positive and an excellent way of providing people with a healthy way of life."
"I would pay money for this.. peace of mind information kit."
"My husband and I are very pleased with the family kit"
"Keep up the good work"

"I think this Kit is a truly amazing idea. It helps me with ideas to keep my son involved ...ideas for cooking...helps with money...places to call for help."

"It's fun, it's organized. It's something I can look forward to reading when my kids are asleep"

"I really like what you've done. Great work!"

"It's a very handy kit and a great idea. Thank you!"

"It has given me great ideas. I look forward to having fun with my child as she gets older."

"Great work! This is the most interesting, user-friendly child advice booklet I've seen. It doesn't suggest you don't know what you're doing as a parent. Instead it provides simple ideas to achieve good relationships and good times and good food, too."

"Lots of neat little tips for all ages..."

"It's easy for me, my husband and my daughter to share as a family."

"It's a really neat little package. Thank you for making it up!"

"Lots of good ideas – that I never thought of!"

"Our family will enjoy it for years to come. I would really like to say thank you for providing this information. It's great to have it available."

"It was great to have this package with a new baby – a great way to spend time with my 3 year old. Lots of wonderful ideas!"

"Thank you for having these packages out. As a single mom I've pulled my hair out trying to find ways to keep my 2 year old entertained. Our time together now is enjoyable and we communicate better. Thanks to all the staff that makes this package."

"I am pleased to have this family kit. It will provide many hours of enjoyment for the family and bring us a little closer. Thanks!"

"I'd just like to thank you and all of your sponsors for providing us with this kit- I think it is wonderful. It shows you care about our health. Thank you very much."

"Just one comment – keep up the good work!"

"You should get a pat on the back for a fun, free family kit."

"All the questions I wondered about were answered!"

"It is packed with lots of useful information. But the best part of it is that it's FREE! Thanks so much!"

"I think it's perfect. There is a lot of useful information and fun stuff"

"Thanks you very much. It's a help to me in every way."

"Thank you. It was like receiving a gift."

"I found the package to be exciting from start to finish. It was a change from every other form of information from the health unit."

"I am a stay at home mom; family values have always been a priority in our house. This will enhance what we already practice at home."

"This kit really appeals to me because as a single mom working full time outside the home, I don't often have the energy/time to come up with new ideas. This kit will help a lot! Thanks!"

"I loved the idea of the kit. It was a big help and now gives me a lot more options on what to do with my children."

"Excellent ideas for working parents."

"As a relatively new mom, I was excited to receive such a useful packet of information."

"Finally some positive affirmation about being a stay at home mom! Very encouraging and lots of great ideas for us as a family!"

"I want to commend the producers of a product that's readily available to all people – rich, poor – and that promotes families' general well-being. Bravo!"

"This package is very educational and helpful. I wouldn't change anything."

"I'm a single mom and I really needed all of this information"

"It's wonderful. Concise and a whole lot of helpful information."

"You provided more information in your kit than most books I'd find in a store – and yours is free!"

"I shared the ideas with my family in PEI."

"Easy ideas for children of all ages."

"I come from a healthy home and still forget some of the things in this kit."

"This kit provides tips on everything a family experiences!"

"Thank you Regional Health Authority and sponsors!"

"From our entire family we want to say 'Thank you'!"

"Bravo! I think your package is 'amazing'!"

"I don't usually fill out questionnaires, but I'm very impressed and very grateful."

"It's full of ideas I can actually use. What a treat!"

"I really enjoyed this package. I'm a stay at home mom with kids a variety of ages – .."

"There are so many questions we all have and forget to ask – it's very well put together."

"There are equal parts kid things and parent things, so it evenly recognizes both aspects of a family. It's nice that you encourage activities right from infancy up."

"Wonderful kit – it's about time! Will keep the kit on hand."

"Fantastic idea – families need as much support as they can get!"

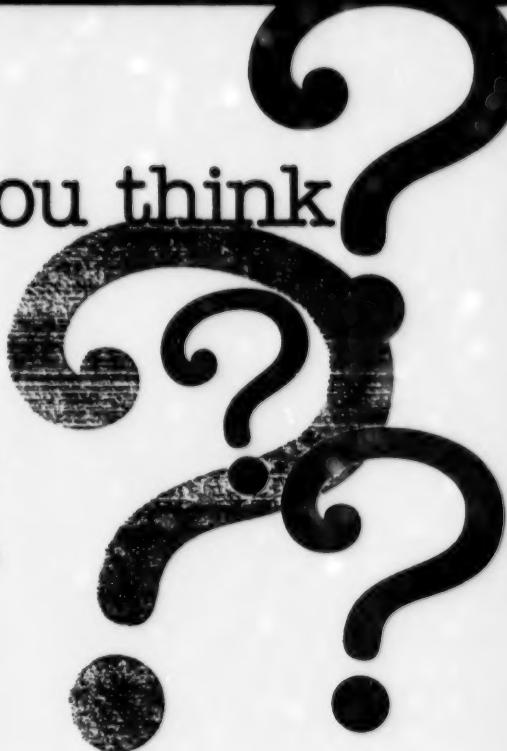
"One of the best put together, well thought out programs ever!"

Mary Gartrell

Project Team Leader, Population Health Strategies Branch

Alberta Health and Wellness

So, what do you think?



The You're Amazing program is a new project involving public and private sector organizations working together. We're interested in what you think about the *Amazing Family Kit*. What do you like? What don't you like? By taking a few moments to respond to these questions you'll be helping us improve future programs. (And there's a draw for prizes for those who respond! see over.)

Thank you.

Amazing Family Kit Evaluation

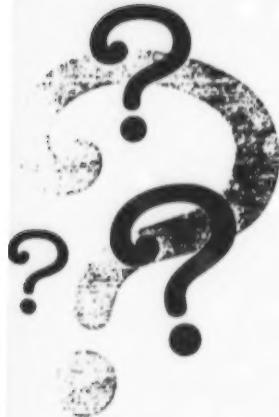
Please circle the number that best describes your view of the *Amazing Family Kit*.

1 I liked it a lot 1 2 3 4 5 I really didn't like it 5

How did you find out about the *Amazing Family Kit* ?

Where did you get your *Amazing Family Kit* ?

Do you like how the *Amazing Family Kit* is packaged ? Please circle Yes or No
If yes, why? If no, how would you improve it?



What are your favourite parts of the Amazing Family Kit? Why?

What are your least favourite parts of the Amazing Family Kit? Why?

What are the main messages you and your family received from the Amazing Family Kit?

What other information or resources would you have liked in the Amazing Family Kit?

Do you have any other thoughts or comments that you would like to add?

I'm a mom _____, dad _____. I live in _____ Alberta

I'm 18 to 24 _____ 25 to 30 _____ 31 to 40 _____ 41+ years old _____.

My children are _____, _____, _____, _____, years old.

**Prizes!
prizes!**
1000

Every response received with a legible name and phone number will be entered in a draw to win one of 5 Polaroid Instant Encouragement Kits with a Polaroid camera.

Name _____ Phone Number _____

This information WILL NOT be used for any mailing lists.

The following rules and regulations for the You're Amazing Draw are set out by Alberta Health. There will be one draw date on March 15, 1999 and each draw entry is eligible to win. The draw will take place at the Alberta Health office in Edmonton. The winning entries will be randomly selected from a drum. The deadline for receiving draw entries is March 12, 1999 at 4:00 p.m. Draw entries must be legibly written to win. Prizes must be accepted as awarded. Cash may not be substituted for merchandise. No exchanges, refunds or returns. Prizes must be claimed by March 31, 1999. If a winner cannot be located, or the prize is not claimed by March 31, 1999 no alternates will be awarded. Alberta Health retains the right to publish the names of all draw entries. Draw guidelines prohibit the following people from entering the You're Amazing draw: employees (and their spouses) of Alberta Health and their agents. Winners will be notified by telephone. Winners must be a parent, resident of Alberta, over 18, and under approximately 30 years of age. A total of 65,000 draw entries have been printed. None of the draw entries will be returned to participants.

Please fax this completed questionnaire to (403) 422-5474 or mail it to:

You're Amazing Project

Population Health Strategies Branch, 23rd Floor, TPNT, 10025 - Jasper Avenue, Edmonton, Alberta T5J 2N3